

# PRINTERS' INK

12 West 81st Street, New York City

A JOURNAL FOR ADVERTISERS

VOL. LXXXVI

NEW YORK, MARCH 26, 1914

No. 13

## The Superb ANSCO

The photograph of this little fellow will gladden his mother's heart long after his romping days are past. You see, an Ansco snapped him at the right time and in just the right way.

Ansco Company went at advertising at the right time and in the right way. First, the perfection of Ansco Cameras, Ansco Film, Cyko Paper and Ansco Chemicals—each an article of distinguished merit. Next, an alliance with Advertising Headquarters.

Unusual production and distribution problems have confronted Ansco Company, but the ship has been safely steered into the Port of Success.

Constant increase in manufacturing facilities fails to keep step with the demand for Ansco products.

Every advertising account has its distinctive problems. Our organization is built to overcome the most unusual conditions. Ansco Company will tell you the market value of Ansco + Ayer.



N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

# Advertising "A la Carte"

Why not?

Buy *what* you want, *where* and *when* you want it, and pay *only* for what you buy.

Of course, if you really are ready to "go the whole bill" and can digest it, we will gladly show you figures on the Standard Farm Papers as a *national* medium—the *big* farm circulation at the *low* rate per thousand.

We carry a number of such advertisers.

But the big majority find either the ailment of time or of territory a factor.

So they concentrate in Standard Farm Papers, either in sections that fit best into their selling schemes or time their copy to hit the *responsive* periods.

It is this elasticity which makes Standard Farm Papers the efficient, the wasteless advertising mediums.

Also, we have some very interesting and *very definite* data about the Standard farmer—his ability to buy and his value to the retailer.

Ask for facts.



TRADE-MARK OF QUALITY

## Standard Farm Papers

are	The Wisconsin Agriculturist
	Indiana Farmer
Farm	The Farmer, St. Paul
	Oklahoma Farm Journal
Papers	The Ohio Farmer
	The Michigan Farmer
of	Prairie Farmer
	Pennsylvania Farmer
Known	The Breeder's Gazette
	Hoard's Dairyman
Value	Wallaces' Farmer
	Kansas Farmer
	Progressive Farmer
	Missouri Farmer

Wallace C. Richardson, Inc.,  
Eastern Representatives,  
41 Park Row, New York City.

George W. Herbert, Inc.,  
Western Representatives,  
119 W. Madison St.,  
(Advertising Bldg.), Chicago.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

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VOL. LXXXVI

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## The Story of Collars

The Selling Policies and Practices of the Leading Manufacturers

By Ira Fleming

Of Geo. P. Ide & Co. (Silver Brand Collars), Troy, N. Y.

TROY, N. Y., is known the country over as "the Collar City."

The returns of the last census show that Troy and vicinity produce more than 90 per cent of the total output of collars and cuffs and 15 per cent of the total output of shirts in the United States.

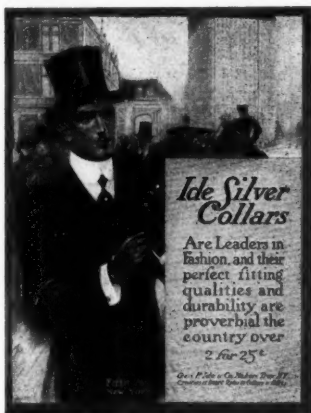
The number of establishments devoted to this industry is 35; the capital invested is \$19,000,000; the value of the annual products is \$28,000,000; the value of the cotton cloth alone entering into the products is over \$8,000,000 annually; the average number of wage-earners employed is 31,155.

While the prime purpose of this article is to tell something of the advertising and merchandising methods employed in the marketing of collars, a few facts connected with the history of the industry and the manufacture of the product will enable us better to appreciate the selling problems involved, as well as to understand Troy's predominance in the collar field.

### WHY COLLAR-MAKING IS CONFINED TO TROY

Troy is peculiarly a collar center. Very few of the people of the city have not been at work in the factories at one operation or another at some time in their lives. It is no uncommon thing for an entire family to be engaged in the making of collars. No one loses any dignity or social standing in the community because of this fact. Indeed, in many homes there are machines

on which some of the work is done. These machines are owned or leased by the people themselves, and, while the father and the sons and daughters are engaged in the factories, the good housewife will occasionally find a spare hour or two during which she



BLACK AND WHITE REPRODUCTION OF  
RICHLY COLORED COUNTER CARD  
WHICH IS PROVING POPULAR  
AMONG DEALERS

busies herself whenever she feels so disposed.

The collar industry makes the people of Troy both happy and prosperous. The conditions in the factories are exemplary. In a tour of the entire industry one would never come upon a single room in any factory that is not provided with abundant natural

Table of Contents on page 118

light and air. The labor is not difficult, although it requires expertness. Thus it is congenial, for the surroundings are as clean as they are bright. Perhaps Troy is an exception in this respect for a factory city. At any rate, there has never been a complaint concerning the surroundings.

We have said that collar-making requires expertness. So true is that statement that it would be quite impossible to operate a large collar factory successfully in any other city in the country. Just

To a retired Methodist dominie, however, must go the credit of originating the collar-manufacturing industry.

In 1829 the Rev. Ebenezer Brown opened a dry-goods store in Troy and made the collar business an important feature of his establishment. His wife and daughters made the collars and the dominie peddled them about. The collars made by Brown were of the stand-up pattern, with strings by which they were fastened around the neck. They were

worn with the old-fashioned stock tie. These stocks, worn to support the collars, were made of bombazine or satin stiffened with hair-cloth.

Brown's success in the collar-making industry soon attracted others in the business, and in 1834 a shirt-bosom and collar factory was started in Troy, and from that time on the industry has grown steadily.

It was not until the year 1851 that anyone entertained the idea that a product like collars and cuffs could be made by machinery, all of the work, cutting, turning, stitching and buttonholing, having been done entirely by hand before that time.

The introduction of the sewing machine gave the business a great boom. Nathaniel Wheeler, of the Wheeler and Wilson Company, came to Troy in 1851 to introduce his machines, but the collar and shirt makers laughed at him when he declared that his invention would enable them to produce as good collars and cuffs and at a cheaper cost than any human being could sew them. However, one manufacturer, Jefferson Gardner, took the machines into his factory and so immediate

### Collars That Stay Good

It's easy enough to get collars that look good when new. But some collars lose their "store looks" after laundering once or twice—they spread at the top—stretch out of shape.

## Ide Silver Collars

2 for 25c

stay good through months of wear and laundering. Have lots of tie space and Linocord Unbreakable Buttonholes—in no other make. The leading stores have them or can get them for you.

Geo. P. Ide & Co., Makers.  
Troy, N. Y.



Canterbury  
"Don't Spread at the Top"

RECENT NEWSPAPER COPY SHOWING CLEAN AND FORCEFUL DISPLAY

as the people of Gloversville and Johnstown, N. Y., have been trained in the making of gloves through generations of the same families, so Trojans find collar-making to be almost second nature.

#### ORIGIN OF COLLAR BUSINESS

The first detachable collar was the idea of the wife of a Troy blacksmith. This was in the year 1825. Previous to that time shirts had always been made with collars and cuffs attached to them.



# Creating the Buying Attitude

The women who read The Butterick Trio (*The Delineator*, *The Designer* and *The Woman's Magazine*) do so in buying frame of mind.

They are looking for the latest information regarding the problems that confront them. They want practical help on all matters connected with the Home, Preparation of Food, Fashion, Decoration, etc.

The editorial contents of The Butterick Trio are so closely associated in the minds of readers with purchasing necessities and luxuries for their homes that this naturally focuses their attention on the advertising in these publications.

## The Butterick Trio

**1,400,000 Average Monthly Net  
Circulation Guaranteed**

James A. Townsend,  
Western Adv. Mgr.,  
1st National Bank Bldg.,  
Chicago, Ill.

W. C. McMillan,  
Eastern Adv. Mgr.,  
Butterick Bldg.,  
New York.

was his success that within 12 months all of the other factories of the city were supplied with similar machines.

#### INDUSTRY RECEIVES ANOTHER IMPETUS

The next invention which gave the collar and cuff industry a sudden and amazing growth was the buttonhole sewing machines, introduced in 1875. Without this timely discovery the manufacturers would never have been able to supply the market with the collars and cuffs required.

Numerous other inventions and improvements have been made in

operator in that particular branch of the work, before it becomes the immaculate dress accessory as we see it in the haberdashery or in use.

The various steps in the manufacture of a collar are exceedingly interesting. While similar in general features, the operations are varied according to the style and shape of the collar to be produced, and numerous variant processes are introduced here and there by different manufacturers to effect innovations intended to improve the wearing qualities of the collar or contribute to the comfort and convenience of the wearer.

With the relative merits of these innovations the present article has nothing to do, but they are mentioned to emphasize the fact that the Troy collar manufacturers to-day are studying unceasingly every feature of the collars, every phase of their manufacture



TYPICAL BIG SPACE ARROW COPY

all branches of the collar industry, until to-day a large share of the collars on the market are made almost entirely by machinery. The introduction of laundering machinery, which is also made in Troy, has simplified that branch of the industry. The application of electric power to the running of the machinery is the most recent advance in the operation of the great collar factories in Troy.

While practically every man wears collars, few there are outside of the collar industry who have any idea of the almost infinite details with which the making of these small and common articles of wearing apparel is attended. For instance, it may be surprising to know that a single collar passes through as many as ninety different operations, each requiring the attention of a skilled

and every up-to-date machine or device which may be employed to produce the most perfect results. In the early days a "collar was a collar," but to-day each particular style and brand is invested with as much individuality as any other article of wearing apparel.

#### HOW COLLARS ARE MADE

In general, all detachable collars may be divided into two classes: standing and fold collars. And, of course, there are endless varieties of each class, each manufacturer originating a number of styles for which his firm is usually widely known.

Most collars to-day are four-ply; that is, they consist of the outside facing, two layers of interlining of heavier cloth to give the collar body and an inside facing.

Before the days of shrinking



## It's what you get out of your advertising that counts

**Here's a case of an advertiser in THE IRON AGE—**James H. Matthews & Company, of Pittsburgh, Pa., advertising Steel Lettering, Dies and Stamps for marking and numbering all kinds of material. On the face of it you wonder what this has to do with the Iron, Steel, Foundry, Machinery and Metal Working fields. That's true with many advertisers, endeavoring to reach the manufacturers throughout the country—they do not always connect the class of readers of a certain publication as being prospective buyers of their products.

**Mr. N. V. Sachs, Advertising Manager of "Matthews"** Pittsburgh, before deciding on his appropriation for advertising in THE IRON AGE, wanted full information as to the class and number of our readers. We proved to him that the class of manufacturers that we had on our mailing list could be turned into buyers of his firm's products—if the story were told in a plain, intelligent way.

**Mr. Sachs not only treated his proposition in a very** interesting way, but mapped out a campaign for the full year, giving us copy for the entire campaign at one time. He also had his direct-by-mail literature, etc., in such shape that as fast as the inquiries arrived—and they did—they were answered quickly and intelligently. Then his follow-up system did the rest.

**If you sell any product of interest to the Iron, Steel, Foundry, Machinery and Metal Working field, THE IRON AGE is the** paper thru which to tell your story.

*Let us know what you have  
to sell—we'll try and help you*

THE IRON AGE,

239 West 39th Street

NEW YORK CITY

the material, the appearance of "welts" or wrinkles in the interior folds of a collar on re-laundering was common. To-day the collar manufacturers submit the cloth as it comes to them from the mills to a full shrinking process. The thoroughness with which this is done has much to do with retaining the size and shape of the collar. This shrinking, which is the first process in collar-making, has been reduced to such an exact science that quarter sizes are now made by all the manufacturers, and the size is retained through repeated trips to the laundry.

After an examination of the strength, weight and color of the cloth, the goods are sent to the cutter, who stretches the web back and forth upon the table, every wrinkle being smoothed out and the whole securely fastened. The cutter, after arranging block patterns of the desired size and style, begins at the edge of the cloth nearest to him and so cuts away from him across the goods. The back and front of a collar are cut together and a second operation is required for cutting the interlinings. In a straight standing collar the facing is usually of cambric muslin, except in the case of an all-linen collar, and it must conform to the shape of the front of the collar. The interlining in a four-ply collar is cut in one piece and doubled over.

As soon as the separate parts of a collar are ready to be put together, the facings are sent to the "stampers" or girls who stamp the name, brand and size on the



BULLETIN NEWSPAPER COPY  
FEATURING NEW STYLE

facings. After this operation the constituent parts of the collar are arranged by the "pasters," who properly arrange the parts in preparation for the "turners." At this stage the interlining is without and the front and back are on the inside. The pieces are stitched at the top and sides by the "runners,"

after which they are ready for the "turners."

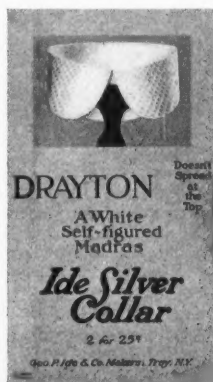
The turning operation consists merely of turning the basted collar right side out and pushing out the points.

Now the collar is ready for stitching. The stitching has much to do with the style of the collar, and different styles have the narrow or wide or the double stitch. In either a stand-up or a turn-down collar there are approximately 2,000 stitches.

The tops and the bands of double or fold collars are made up complete, except where they are to be joined, and are then stitched together. This operation is called "banding." The stitching is done in two-needle rows.

The operations have now been carried forward to the point where the collar is ready for the buttonholes. These are made by a wonderfully constructed buttonhole machine which cuts the slit, punches the eyelet and makes the buttonhole at one operation.

The complete collar is then ready for the laundry, where it is washed, starched and ironed. Whereas the high-gloss finish was in former years considered the only proper method of completing laundered collars, the so-called "domestic" or dull finish is now in vogue.



TASTEFUL SMALL CARD IN  
COLORS FOR WINDOW USE

Throughout the numerous operations through which a collar passes every step is carefully inspected by competent overseers and every defective piece is thrown out or sent back for correction.

#### MACHINERY OF DISTRIBUTION

From the laundry the collars go to the boxing department, where they are sorted as to styles and sizes, assembled in dozens, tied with narrow ribbons, enclosed in tissue paper and placed in boxes ready for shipment.

From the factory the collars are shipped to branch houses, maintained by each of the larger firms in the principal cities throughout the country, and from those houses orders are filled direct to the retailers. There are still a few manufacturers who deal with jobbers, but the collar business is done very largely under the well-advertised brands of the different manufacturers.

Each of the larger concerns of



**ARROW**  
SILK  
SHIRTS

THE exhibit for immediate requirements includes an unusual showing of uncommonly attractive patterns & colorings in authoritative styles from a shop where pride of craftsmanship is perfection in every operation

\$1.50 per dozen upwards

CLUETT, PEARSON & CO., INC.  
—MADE IN—  
TROY, N.Y.

CAREFULLY PREPARED COPY FOR TRADE JOURNALS

Troy makes from 200 to 300 different styles of collars, though the bulk of the business of a season is largely confined to thirty or forty of the more popular styles.

The frequent creation of new styles is the life of the collar business, and the larger concerns usually design several new shapes every season. It is the constant aim of each concern to bring out attractive styles that none of the other collar houses will have. This not only enables the concern originating a new shape to advertise it as exclusive—one of the most effective talking points—but in the event of a particular style making a big hit gives them the jump on all of the other collar manufacturers. The popular shapes brought out by one manufacturer are usually duplicated by a number of the others, but as it takes several weeks from

(Continued on p. 77)



**Lincord Unbreakable Buttonholes**  
are found only in

**Idle Silver Collars**

The man who buys his collars by style alone is a fickle customer. His patronage shifts as one shape after another catches his fancy. He changes from one brand to another, from one dealer to another with frequency. Some "style trade" is floating trade.

But once well a man IDE SILVER COLLARS—once apprised him of the fact that he can buy collars with non-fading, non-stretching, easy buttoning buttonholes, for the same price as collars with the ordinary weak, easy ripping, hard buttoning old buttonholes, and you've made him your permanent customer.

You can, in IDE SILVER COLLARS, give him every good style that a man of any variety of taste can want. It is the one and the same thing, you can give it to him in IDE SILVER COLLARS sooner than in any other.

If it is a conservative, staple style, you can give it to him in IDE SILVER COLLARS in a height to suit his individual requirements. But the great point is that when a man learns about LINCORD UNBREAKABLE BUTTONHOLES he won't buy any other brand of collars when he happens to see a shape he likes in them, but he'll come back to the IDE SILVER COLLAR dealer and ask for that shape in IDE SILVER COLLARS.

The LINCORD UNBREAKABLE BUTTONHOLE is a trade holder for you. It enables you to sell service, satisfaction and style as cheaply as your competitor can sell style alone.

Can you afford not to sell IDE SILVER COLLARS?

Immediate delivery :: \$1.10 the dozen

**Geo. P. Ide & Co., Troy, N. Y.**  
Also Makers of Idle Shirts

**BRANCH HOUSES:**

NEW YORK 300 Broadway	CHICAGO 201 W. Jackson Street	BOSTON 62 & 64 Kingston Street	SAN FRANCISCO 167 1/2 Market Street
LOS ANGELES Cin. Fourth and Los Angeles Street	KANSAS CITY, MO. 317-319 Broadway	DALLAS 1118 Commerce Street	PORTLAND, ORE. Cin. Fourth and Ashland Street

OCCASIONALLY IT IS WELL TO LAY EMPHASIS ON STRUCTURAL FEATURES

## What Shall Be Done About Returned Goods?

Various Practices in Vogue—Some Policies Put a Premium on Returns—Advertising Sometimes at Fault — Devices That Prevent Dealer from Abusing the Privilege of Return

By Edgar Pacemaker

**T**HE editor of PRINTERS' INK has asked me to describe the policy of my house, and of others I know about, relative to goods returned to the manufacturer from dealers. There has been considerable discussion of this problem of late.

Sooner or later manufacturers have to adopt some precise attitude toward returned goods. It is well that whatever policies are adopted be carefully worked out.

In returning goods the dealer may or may not advise you in advance of his action. His action may even be coupled with a threat not to place further orders unless the goods are taken off his hands, with full allowance of credit.

To complicate matters the goods may be in a condition rendering them without value by deterioration from improper storage or handling, or rendered obsolete by improved models.

Manufacturers who accept such returns without question base their policy on

- (a) Trade custom in their lines.
- (b) Sales made with the guarantee of resale.
- (c) Elimination of price-cutting on slow-moving lines.

Makers who refuse absolutely to accept such returns base their policy on

- (a) Once accepted, sales are final except for defect.
- (b) Refusal to enter into any semi-consignment arrangement.
- (c) The belief that the maker is responsible for quality, and that the buyer is judge of the market.

There is a large third class who treat each case in its relation to their distribution and the probable effect on sales which acceptance or refusal would involve.

The seller of food products, of a nature which the buyer should understand deteriorate rapidly, almost invariably places the responsibility of the purchase on the buyer.

The majority of makers of lines not involving deterioration accept in exchange returns of goods in salable condition not superseded by later packages or models.

Makers of lines which have been radically changed usually accept in part payment exchanges, but insist on buyers stocking the later issue. Competition alone makes any manufacturer seek returns by instructing salesmen to watch slow-moving lines and return them.

To offset the loss due to dealers keeping semi-perishables overlong, certain houses try to keep their dealers' stocks "live" by exchanging still salable goods for items better adapted to their customers' requirements, as, for example, one maker of interior paints.

In another similar but non-competing line a maker offers to relabel any time-soiled containers for the cost of transportation. Still another method employed is to accept in full exchange goods worthless from age provided the line is guaranteed the preference and provided this is backed up by a substantial order above the value of returned goods.

### WHEN THE PACKAGE IS IMPROVED

There is a general stand against the return of goods on account of small improvements in later packages or contents.

To guard against this possibility it is the practice of several alert merchandisers to advise their trade several months in advance to run their stock low on numbers that are to be improved, and they even part-ship orders received after a change has been decided on for future adoption.

The strongest reason for refusing to accept returns of slow-selling goods is that it involves sales on consignment which in the majority of cases means a step toward the return to inferior methods of merchandising.

There are some cities which every manufacturer considers first. In each one of these cities there is a preferred advertising medium.

In resources Philadelphia is the second city in the United States.

Among Philadelphia mediums the first choice as an advertising medium is the

**PUBLIC**  **LEDGER**



Carried to an extreme it attacks the value of accounts receivable and where this condition exists to a noticeable degree it is regarded by banks as a contingent liability.

Returns are often due to the attitude taken by salesmen in presenting the line; in their anxiety to close a sale they represent the selling qualities so strongly that the dealer is warranted in his return by the failure of the goods to "live up" to representations.

If a maker permits his salesmen to create an atmosphere which undermines a house policy, actual or desired, the burden is his, not the dealer's.

#### OVER-STRONG ADVERTISING OFTEN AT FAULT

Another cause for returns and recriminations is also the fault of the maker, for channels of distribution have fundamental traffic rules not to be ignored without penalty. In their anxiety to get improved lines into consumers' hands many makers ignore the jobber and retailer alike, and so word their announcements in their national advertising, sampling and mail-appeal to the user that the dealers' and jobbers' stocks become an insult to those convinced by the maker's arguments. In such cases returns are the expression of the laws of self-preservation.

If it is sound merchandising to secure proper distribution for the first article made before creating consumer demand, it seems equally important to apply the same methods to the latest addition.

The value of trade-journal advertising in preventing returns is recognized by manufacturers in whose lines returns of slow movers is a bad trade custom. The right use of trade-journal space robs the educational work of personal offense, offers the needed opportunity to tell the entire policy and the reasons for it and neatly brings to bear a new restraint on the salesmen whose motto is to give the customer the factory rather than appear unobbliging.

By taking from the practices of makers in a wide range of products the features which have enabled each to make the burden bearable, and omitting the confessedly weak parts, the manufacturer seeking to solve his own particular problem can modify the composite defense to meet his own case.

#### SPECIAL DEVICES

Some houses have a red-ink line printed on invoices: "Goods returned without permission will be stored at sender's expense," or a less aggressive, "Do not return goods without permission." Another variation is a paragraph in letters advising of shipment thus: "In the event that there is any error or damage in this or subsequent shipments, or if for any reason you are desirous of returning goods, kindly write us that we may have opportunity to dispose of goods elsewhere."

In order to prevent a dealer from getting the "return-first, explain-afterward" habit, it is the method of several firms to ignore goods thus received until the dealer explains. Then they write pointedly that if they had been advised of his intention, destruction or repacking in his store would have been preferable, or delivery to some other point.

Others acknowledge return immediately, inquiring the cause and placing the dealer on the defensive by asking the date of letter giving authority and enclosing a blank to be filled out, which shows on its face that the maker might have used advance information to advantage.

A still larger group acknowledges the return, crediting the dealer, but requests that it would be appreciated if advance notice of a desire to return the goods be given in the future.

Perhaps the most effective method of bringing the dealer to the realization that an unauthorized return is similar to an unauthorized shipment, is that employed by a hardware company, which acknowledges returns promptly and mails a credit slip for one-quarter of the invoice value of goods re-

turned, attaching a copy of the circular sent with its latest catalogue which contained the paragraph: "Goods returned without our authorization will be credited at one-quarter invoice price and a further rebate will be extended in cases where we are able to dispose of goods to better advantage."

Another firm employs a modification of the red-lined notice by acknowledging and crediting in full and enclosing a card bearing the dealer's name and address, his previous terms and the line, "Credits for goods returned without previous arrangement are not included in our terms."

The average manufacturer does not feel that requests for permission to return goods necessitate as emphatic methods. The accepted methods of handling these requests are:

1. To urge, retention and to offer sales help.
2. To ask what the dealer would consider satisfactory adjustment.
3. To explain the guarantee and its limitations.
4. To request that stock be placed aside until the salesman's next visit.
5. To offer exchange on condition of an additional purchase.

The manufacturers who ask that goods be held until the next visit of the salesman seem to be better satisfied than those employing other methods.

To quote from a Western maker of musical instruments and parts: "In many cases the salesman is able to turn a slow-selling line into a valued feature of the dealer's stock by telling him means used by other dealers. Even when return is authorized by salesman, by being on the spot with order-book handy he can capitalize the concession granted."

One New York maker of specialties for men, who has won the respect of dealers by his fair-play policies and willingness to look at both sides of any matter involving his smallest or largest customer, sends without further comment: "We ask you to read the enclosed and then answer for us your letter of the tenth." The enclosure is a one-fold, two-color

circular, "What would you do in our place?" The text is a copy-righted fable appropriate to the situation.

### The Death of John Norris

John Norris, for several years personal representative of Joseph Pulitzer, publisher of the New York *World*, and formerly business manager of the New York *Times*, died in Brooklyn, N. Y., March 21. Mr. Norris was one of the best-known men in the newspaper field. He was an active director of the Associated Press and one of the receivers of the Boston *Herald*, whose management put that property back on its feet. As chairman of the Print Paper and Wood Pulp Committee of the American Newspaper Publishers' Association, Mr. Norris was a leader in the fight against the tariff on print paper. He was State's appraiser in the matter of the valuation of the New York *World* after the death of Joseph Pulitzer, and was sent to St. Louis to take charge of the *Post-Dispatch* when Mr. Pulitzer first acquired the property. Mr. Norris was 57 years old.

### A. N. A. M. Meeting in Chicago

The half-yearly general meeting of the Association of National Advertising Managers will be held at the La-Salle Hotel in Chicago on April 2, 3 and 4.

Business sessions will be held in the morning and afternoon of each of the three days. On Thursday the evening will be devoted to a discussion. On Friday evening a dinner is scheduled.

Among the subjects which will be discussed at the business sessions are standardization of circulation audits, circulation statements, advertising rates, advertising department systems, advertising advertising, objectionable advertising, questionable advertising schemes, advertising research, window displays, postal affairs, direct-mail advertising, house-organs, retail distribution, resale price regulation, export advertising work, etc.

### John H. Patterson, Advertising Manager

THE NATIONAL CASH REGISTER COMPANY  
DAYTON, OHIO, March 19, 1914.

Editor of PRINTERS' INK:

John H. Patterson has now read your letter of March 11, and wishes me to say that he is now himself at the head of our advertising department.

ARTHUR DILKS.

### Ayer Placing Encyclopedia Britannica Copy

N. W. Ayer & Son, Philadelphia, are now placing the newspaper advertising of the Encyclopedia Britannica Company. The Frank Presbrey Company will continue to handle the Britannica magazine advertising.



## Westfield the Pure Food Town

**F**ORTY-FIVE years ago, when the men of Westfield were celebrating the 200th anniversary of the town, and incidentally toasting those who had made Westfield what it was, some one proposed the following:

“The women of Westfield! Let the men of Westfield be worthy of the women of Westfield and the honor of our future is secure!”

Long before deliberate adulteration, chemical coloring, mislabeling and other food spectres arose, like ugly genii, to disturb our peace and to mar our gastronomic enjoyment, Puritan women were discussing with animation the whole-

someness and propriety of using pewter pots for culinary purposes and laurel leaves for flavoring their plum puddings.

We believe they would have heartily applauded the splendid movement that their Westfield descendants have inaugurated, for scrupulously pure food.

Having passed the apron-string stage, Westfield's Pure Food campaign is now a husky youngster of twelve. Not Westfield men only, but men everywhere, must reckon with this inquiring lad who is upsetting our smug complacency regarding the ingredients of our daily bread and drink, and tediously asking the "reason why" we pay for one thing and get another; pay for natural color and get coal-tar dye; pay for wholesome, nourishing food and get bleached, robbed and adulterated products.

The time has come when consumers, manufacturers and manufacturers' agents must meet the Pure Food issue fairly and squarely. The Westfield Pure Food platform is working perfectly and provides a practical model—a working plan—which any municipality can easily follow. The Government may, if it sees fit, give poisonous adulterants the "benefit of the doubt." We prefer, for many reasons, to be unmistakably definite.

## THE LADIES' WORLD

McClure Building, New York

## "Smith of Plain City"

"Smith of Plain City" sounds like some writer's invention, designed to typify one of "the peepul." However, Mrs. O. E. Smith, of Plain City, Ohio, is a real person. Her keen and sincere comments are the perfection of what magazine makers like to get:

"To the Editor: This is the third year I have taken Good Housekeeping, and I have been so much pleased with it. I read it all, advertising and every bit of it. *The advertising is so clean.*

"Then I like the size of the magazine. It goes into the mail box nicely if I am not at the bend of the road when the mail carrier comes along. No big lippy leaves to break, and I can lie down and read it if I want to.

"I like the subjects it takes up—those nearest the home. I like Dr. Wiley. I like the stories with little exception. I like the editorial in your February issue.

"I am glad you have such courageous convictions about woman suffrage. I send my magazine to different ones to read, telling them they cannot afford to miss a number. I told my husband the February number alone was worth \$5.00."

MRS. O. E. SMITH, Plain City, Ohio.

High tide of enthusiasm  
means low cost of inquiries.  
We are breaking records.

**Good Housekeeping  
Magazine**

*Co-operates with the Retail Merchant*

NEW YORK  
WASHINGTON

BOSTON  
CHICAGO

## Common-Sense Bars Unlimited Guarantee

How It Is Used as a Cloak to Shield Unprincipled Manufacturers—A Picture Showing How the Phrase "Absolutely Guaranteed" Works to Make Clerks Lazy and Purchasers Careless

By Roy F. Soule

Editor, *Hardware Age*, New York

**I** FAVOR the guarantee. I am, however, keenly alert to numerous abuses of guaranteed goods.

An "unlimited guarantee" reminds me of a one-way ticket to the place General Sherman compared with war.

It is a cloak under which unknown and unprincipled manufacturers or jobbers will hide. Men who have everything to win and nothing to lose are strong for the unlimited guarantee. Old, staple, strong manufacturers and jobbers are awakening to its evils, and are keenly alert to the abuses and dangers of such strong, unqualified guarantees.

In the old days when manufacturing in America was in its infancy, everything that was made was sent out and everything that raised a disturbance was taken back. Questioning a come-back was a crime. The customer's word was usually better than the goods.

But all this happened in the still older days when good fellowship and stories blended with over-active entertainment to make a drummer. It takes a pretty retentive memory to call up that class of salesmen to-day. It has also been a long time in our reputable hardware factories since everything in the way of products was sent out.

The old foreman would get a severe jolt if he were on earth to-day making the same product that produced the unlimited guarantee. About the time his material had passed through the hands of a half a dozen inspectors, it would be an accident if any of it slipped through without the brand's "seconds" hitched to its nameplate.

Our methods of inspection have

raised the standard of manufactured hardware in every country the sun shines upon. Our manufacturers have come from a crude product to as near perfection as human skill can come. Future generations will undoubtedly produce something better, but they will have to revive the tempering of copper or something equally great to accomplish it.

The American manufacturer who is to-day keeping up the unlimited guarantee is keeping alive an idea and condition that arose when goods were no good.

### HOW UNLIMITED GUARANTEE LEADS TO ABUSE

In keeping alive the unlimited guarantee we are making the honest workman pay for the cussedness and the carelessness of the dishonest workman, who abuses his tools. The cost of every abuse must be tacked onto the price of production, and until abuses are stopped the cost of production will be unreasonable.

A strong example of dishonesty, encouraged by the unlimited guarantee recently came to my attention. It happened two years ago, and came to me from a source that cannot be questioned. An Eastern manufacturer came on some of his workmen one noon gathered around two young fellows who were deliberately breaking their pocket knives. These knives were made by a most reliable manufacturer in New Britain, Conn., and those young fellows had learned that this company did business on the unlimited guarantee plan.

During recent years our manufacturers have reduced prices but little. They have vied with one another to see who could put the best material and the best brain work into their goods. They have vied with one another to see who could best pack those goods. They have vied with one another to see who could produce the best dealer helps in selling and in service, as well as in material. The advances have been marvelous. To-day a dollar will buy an article infinitely better than it could even ten years ago.

Some people condemn modern machines and piece-work in our factories. Such people are usually folks who were born in Podunk and never left the county seat. The machine-made article of to-day is in most cases so much more accurate and uniform than the old hand-made affair that there is no comparison.

Piece-work has not developed speed alone. It has developed specialists, who produce parts away above the old average. Follow almost any item of hardware through the modern factory, and you will find piece-work producing "peace work," and harmony is essential to the making of any good thing. You will also find piece-work ending abruptly in the assembling-room. Every article of more than one part needs that careful touch of the human hand to adjust its parts, or erase its imperfections. No two things are alike. Take a drill bit and bore three holes in a piece of iron or steel with it, and careful measurement will reveal that no two holes are of the same size. It is the same with the parts that go to make up a machine or a mechanical tool, and in our best factories the human hand and the human eye on "day pay" fit the piece-work parts into the finished product.

#### HOW LAZY CLERKS USE THE ARGUMENT

*The unlimited guarantee has spoiled more good salesmen and ruined the future of more good hardware clerks than John Barleycorn, fast women and gambling combined.* A clerk with red blood may become entangled with any one of these three evils, but he may also reform and put his "pepper" into better channels and make good. The clerk who leans on the absolute guarantee becomes so lazy that there isn't enough life in him after awhile to stir up a decent reform movement.

Too many clerks depend upon the absolute guarantee to sell goods for them. It is a miserable substitute for detail knowledge of merchandise.

Thousands of pieces of good

hardware are being thrown on the counters of American hardware stores every day with the remark "It is *absolutely guaranteed.*"

Suppose the article is an automatic drill. The customer is a carpenter. He knows more about drills than the clerk, and realizing this the clerk clutches the absolute, unlimited guarantee and harps upon it until he double-clinches the sale. The carpenter goes to work with his mind full of these thoughts: "Use it as hard as you please—if it breaks I will give you a new one to-morrow. If that breaks you get another one—you take no chance, use it as hard as you want to. It is absolutely guaranteed."

The carpenter is working on a piece of hardwood. He knows it is work where his tools should be handled with extreme care. His mind is not filled with thoughts of the quality of the spring or the grip of the chuck in his drill. He is thinking of the clerk's parting words, "Give it a hard try-out—if it breaks I'll make it good," and so he jams the tool in, abuses it and breaks it. Planes, drawknives, axes, hammers, knives, clocks, levels, stoves, saws, razors, vises—a hundred items are abused every day because that abuse is encouraged by the sweeping guarantees that make the customer always right.

"The customer is always right" is a strenuous cure compounded in the days when poor goods predominated and few people lived up to an ordinary guarantee. Customers should be protected against flaws and imperfections. If goods do not come up to what is claimed for them, by all manner of means make good, but to make good abused merchandise is an encouragement to dishonesty, and an acknowledgment of imperfections that do not exist. It brands the dealer as an "easy mark," and that brand is in turn hung on the jobber and burned into the manufacturer who makes good unjust and unreasonable claims.

There is a growing tendency among small merchants to be John Wanamakers or Marshall Fields—in a way—but only in a way. Indiscriminate "making



good" develops graft and graft was far from the mind of these merchant princes when they started the slogan, "The customer is always right." The graft comes about this way: A retailer sells a certain customer about a hundred dollars' worth of hardware every month. This customer buys a small vise. The vise is meant for light work and the purchaser is advised of this when the deal is closed. A rather heavy piece of iron needs to be bent square. The light vise is used and a heavy hammer strikes many heavy blows before the vise gives way under the strain. The customer brings back the vise and the dealer makes it good—not because it developed flaws—not because the vise failed to do what it was manufactured to do, but for the sole reason that the customer trades to the amount of \$100 per month.

It may be good business, if the occasion is rare, for the retailer to make good under such circumstances, but it is graft and the meanest kind of graft for the merchant to ask a jobber or for a jobber to ask a manufacturer to make good under such conditions.

A certain manufacturer of tools sold a Chicago catalogue house twenty thousand items last year. The goods were guaranteed. The manufacturer has not been asked to replace a single item to date. This speaks well for the goods and well for the class of customers doing business with that catalogue house. In this same factory there are being replaced to retail merchants every day dozens of articles and fully 90 per cent of the replacements are on goods that have been unquestionably abused. The prices charged the catalogue house and those asked of the retailer by this manufacturer are identical. He faces a real problem on the "make good" proposition. We saw in this factory a high-class level among the returned goods. With it was a written affidavit from the carpenter who had bought it stating that it had always been kept in a dry place. The butt of the level bore a slight bruise and a distinct split showed in the wood. The split

could be traced the entire length of the tool.

We then visited the level department of that factory. A level of the class we had been examining stood no more chance of getting by the inspectors with a faulty piece of wood in its make-up than you would have of crossing the Atlantic in a bath tub with a sponge for a paddle.

#### DANGEROUS REQUIREMENTS OF THE GUARANTEE

During the past three years I have visited hundreds of factories where I have seen all kinds and classes of goods returned for credit or new goods. In most cases these requests are granted, but the abuse of guarantees is bound sooner or later to develop a class of manufacturers who will stand firmly on both feet with the nerve to say "No."

The guarantee—plain and unadorned—is a good thing. To make good an article that does not do what it is recommended to do is just plain honesty. To replace merchandise that develops flaws or shows faulty construction is just plain horse-sense. It is even policy and good business to stretch points in favor of the customer when any doubt exists. These conditions and the plain guarantee will live—always.

The danger lies in the embellishments that have come to adorn the plain guarantee; in guarantees that make wrong right; in the sweeping guarantee that replaces merchandise that has been plainly abused; in the weakening of salesmen; in the temptation to dishonesty among consumers; in graft among dealers who tickle themselves into the belief that it is right to ask the manufacturer to replace merely because they have made good with a vengeance. These are dangerous facts—so dangerous that they are going to sweep away the weak-kneed policy that stands for this graft and rear up a new generation, or make over the present factory sales manager until he will say "No" and mean "No" to every request that would abuse the honest guarantee.

## The "Silent Vote" That Decides the Issue

The Story of One Well-Known Advertiser Who Wisely Planned to Win It and Then in Judging "Returns" Applied a Most Illogical Test—The Plain Facts of the Case

By Charles J. Savage

IN politics the "silent vote" is greatly respected. Professional politicians will tell you that in most cases victory hinges on that class of voters. They don't belong to "reform" clubs; their features aren't thrown into heroic relief by the flaming torch on the rear end of a truck a fortnight before election; they aren't out to change human nature; they don't subscribe to a newspaper "straw vote." They read intelligently, think hard, decide surely—and then they vote. In club elections the same thing happens; it isn't the special crowd of members who harangue and electioneer and get excited that decide things.

How is it in advertising? Is it the people who answer advertisements, who send for the free things—is it these people who decide altogether the success or failure of an advertising campaign? Or is it the quiet folks who simply go to their dealers and buy and keep on buying who keep the advertisers' plants busy?

Here comes the story—it's a true one, too:

### HIS LINE WAS TOILET GOODS

A certain manufacturer who puts out a line of standard toilet preparations, as well known and as well distributed nationally as any in the country, is a firm believer in the advertising which pulls inquiries as against that which is specially designed to make a lasting impression. So far that is all right. But he doesn't stop there. He takes a most implacable stand against the advertisement which doesn't pull inquiries up to what he considers the standard—irrespective of the

suggestive quality and the lasting impression which may result from that class of advertisements, and of the fact that the tone of those advertisements is pitched so as to create a definite and permanent thought, rather than to drag in inquiries in a mail-order way.

The manufacturer in question sells through jobbers and direct to large department stores and other large retailers whose purchases are sufficiently large in quantity to entitle them, in the maker's opinion, to jobbers' prices.

This manufacturer advertises only one of his products in a big way. It is his leader—the others are trailers; it is a staple in the toilet-goods business; and it is, most likely, the biggest selling preparation of its kind in the country. It sells over the counter all the way from ten cents to \$1.50, according to the size of the package.

### GROWN BIG FROM SMALL BEGINNINGS

He has built up from the smallest beginning, starting in one retail drug store, a business most gratifying to his personal pride and most profitable in its financial aspect. The gross volume of business in this one product alone is slowly but steadily nearing the half-million-dollar mark. In short, it is a success such as only a man possessed of keen business capacity and sound ethical principles could hope to attain.

This product has been advertised for about ten years. For the last seven or eight years it has been advertised in publications with a national circulation. The size of the advertisements has averaged about a quarter page in a selected list of standard magazines, such as *Munsey's*, *Red Book*, *Good Housekeeping*, and so forth; and about 100 lines single column in some of the most important women's publications. The copy has been based upon women's vanity, upon the preventive and curative properties of the product, upon its purity, lasting quality, excellent reputation, etc. It has been, and is yet,

## Music and the home

Most of the pianos, victrolas and similar high grade musical instruments are bought for *homes*!

Most of the copies of The Daily News sold every day are bought for *homes*.

Therefore—

From January 1 to December 31, last year, The Daily News printed more musical instrument advertising *six days a week* than any other Chicago newspaper printed *in seven days*.

The figures are:

The Daily News	243,024 lines
Second paper	225,459 lines
Third paper	220,776 lines
Fourth paper	173,158 lines
Fifth paper	111,900 lines
Sixth paper	85,998 lines
Seventh paper	81,135 lines
Eighth paper	24,467 lines

The musical instruments advertised in The Daily News include Steinway, Mason & Hamlin, Aeolian, Conover, Bauer, Steger, Baldwin, Manualo, Tele-Electric, Weber, Welte-Mignon, Knabe, Chickering, Apollo, Wurlitzer, Victrola, Grafonola, etc.

These figures indicate that The Daily News is read in more well-to-do Chicago homes than any other newspaper.

Are you telling *your* sales story to these well-to-do Chicago homes?

## The Chicago Daily News

Over 360,000 daily

John B. Woodward  
Eastern Representative  
710 Times Building  
New York

# The Breeder's Gazette

Alvin H. Sanders, Pres.

L. K. Hildebrand, Sec. & Gen. Mgr.

Established 1881

**"The Farmer's Greatest Paper" \$1.00 per Year**

Canada \$2.00 Per Year

Foreign \$3.50 Per Year

Sanders Publishing Co., 542 South Dearborn St.,

CHICAGO, U. S. A.

Effective with the issue of July 2, 1914, the commercial display advertising rate of the Breeder's Gazette will become 60 cents per agate line.

Contracts calling for an insertion of a minimum of 14 lines not later than the issue of June 25, 1914 (closing June 19), may hold the current rate of 50 cents until and including the last issue of 1914.

Respectfully yours,  
**SANDERS PUBLISHING COMPANY**

*Dated March 1st, 1914*

W. C. Richardson, Inc.  
41 Park Row  
New York City.



Geo. W. Herbert, Inc.  
Advertising Bldg.  
Chicago

straightforward, common-sense copy—without fluster or exaggeration. As a beauty-maker the copy has never even implied that the product could transform Rachel from Forsyth Street or Celeste from fashionable Park Avenue into a duplicate of Julia Sanderson.

#### SALES STRONGEST IN CITIES

From the beginning the sales of this preparation have been confined, to a very large extent, to the big cities of the country—New York, Philadelphia, Boston, Chicago, San Francisco and others. By far the largest business among the cities is in New York. The product was first brought out in New York; and the manufacturer has a natural pride in the fact that his preparation has the endorsement and steady patronage of New York women—from the most exclusive and discriminating class to the most ordinary type. It is believed, and rightly, that this New York prestige has influenced the rest of the country. As a consequence, the advertiser's pride in making his product the preference of New York's elite women is fully justified, and he has capitalized that fact handsomely, which also is very legitimate business conduct.

One day last spring the advertiser, who had been running the quarter pages as usual in his regular schedule, came into the office of his advertising agent and expressed his desire to take a little flier in the shape of bigger space and a different line of copy in a few of the contract publications. The man who handled this account was "called into conference" and the advertiser outlined his plans for approval.

#### ADVERTISER WANTS TO TAKE A FLIER

The advertiser is speaking (in substance):

"It is coming on to spring and Easter will be here soon. That means women's interest in clothes and fashions, and it also means that the eyes of the rest of the country will be focused upon New

York. Further, our product is nearly a quarter of a century old now. I was wondering whether it would be a good idea to spread ourselves a bit; play up the fact that our product is nearing its twenty-fifth birthday; that it always has been, and is now to a greater extent than ever, the choice of particular New York women; and capitalize all this influence and prestige. What do you say to our running some advertising of a dignified, tony character that has the New York ring to it and that will impress the women of the country and the trade in general with our goods? It seems to me that if some advertising of that kind—high-class in appearance with appropriate text—were run it might help some."

There was some further talk, suggestions here and there, and the plan was agreed upon. A full-page in one or two standard magazines and two or three 100-line, double-column advertisements in women's publications were agreed upon. The man handling the account was directed to "go to it" and do the thing properly. There wasn't much time to lose, but that's all a part of the day's work in an advertising agency, and means, as a general thing, that one has to sweat one's eyeballs out to catch the last forms.

The first step was to get hold of some good photographs. Two were selected. One showed a view of present-day Fifth Avenue, with its bustle of motorcars, a motor-bus and other typical trimmings, and included a spot where the firm began business almost a quarter of a century before. The other photograph showed Fifth Avenue on an Easter Sunday morning—the parade of fashion (gathered from Jersey City, Yonkers, Jamaica and East 109th Street, New York), which looked mighty impressive to Joplin, Mo., strolling along leisurely and showing itself in the manner of a bevy of mannequins from a Sixth Avenue department store. A church showed in the background to lend the

necessary Easter moan atmosphere.

Then a tasteful, appropriate border was designed. All of this was O. K.'d in the regular way, and, while the plates were being made, the copy was written. Finally, the finished plates—photograph, copy and all—were completed and sent to the publications with the necessary instructions. Insertions were made as scheduled. Things settled.

#### FORGETS THE PURPOSE OF COPY

About two weeks went by, possibly three. The advertiser happened into the office of the agency one afternoon. He wasn't angry: just disappointed and a bit inquisitive. It seems that this special advertising "fell down" lamentably in its inquiry-pulling value. It didn't even measure up to the quarter pages in the standard magazines in that respect; in fact, didn't pull as many inquiries as the smaller ads. The advertiser seemed to forget, in the interim, the impression value and the definite purpose for which this special advertising was designed. He was again back into his old state of mind, that of measuring the effectiveness of every advertisement, no matter what its size, purpose or character, by the number of inquiries it brought forth. And, while he didn't make a fuss about it, it is going to be a harder matter than ever to get this particular advertiser to recognize the value of any kind of advertising other than the inquiry-pulling kind.

Furthermore, the fact that this special advertising was run only once and that it didn't get half a chance to show its head so far as its accumulative value is concerned didn't help matters any. It was damned once and for all. He is against it. Apparently it didn't matter a truck-driver's prayer that such advertisers of the type of Washburn Crosby, Pompeian, Rubberset, Colgate, Mennen, National Biscuit, Oneida Community and others were spending thousands of dollars in back-cover color pages to create an acute and permanent impres-

sion of bigness and goodness and leadership—all that kind of advertising did was to make those firms the leaders in their respective lines and build up a wall of public confidence and business insurance which can't be torn down; it didn't produce inquiries! It simply sold the goods, that's all!

To be good and blunt about it, that manufacturer is shortsighted.

The ultimate object of all advertising is to sell the goods. The advertisement that sells the goods is a good advertisement; the one that doesn't sell them is a bad advertisement. Primary, isn't it? But oodles of "efficiency experts" and "business engineers" have failed to get behind that fact.

#### TEST OF INQUIRIES A FOOLISH ONE

But, is the number of inquiries that any advertisement pulls an indication that that particular advertisement is a profitable one? Not by a thousand and one penny postcards. Of course, if a person writes in for a booklet or a sample it does, as a general thing, indicate interest. But it doesn't always mean buying. In the case of this particular advertiser it does mean a cost of between three and four cents to answer every inquiry. How does he know that a purchase will follow? He doesn't even know which one of the 48,000 retail druggists in the United States (not to count the toilet-goods counters in general stores everywhere) will get the benefit of an inquirer's resulting purchase. And, furthermore, he has no means of finding out that such inquirers ever turn into purchasers at all. He doesn't know his jobbers' customers; he doesn't know his retailers' customers. The former won't tell him. The latter won't bother to. And to maintain an adequate follow-up on both retailer and prospective customer would tear his profits down to a point where it is exceedingly doubtful (in this particular case) whether it would be worth the time and money.

The reasonable way for such

# Substantial proof that **ENGINEERING NEWS** Is the Leader in Its Field:—

*More men in the field of Engineering—  
Contracting subscribe to Engineering  
News than to any other similar pub-  
lication—and yet its subscription price  
is nearly twice that of any other  
paper in this field.*

Place Your Advertising, Sir,  
In the Most Popular Publication  
And Profit By Its Influence

---

## The Five Hill Engineering Weeklies Are

**The Engineer-  
ing and Mining  
Journal (1866)**

Devoted to  
Metal Mining and  
Metallurgy. Cir-  
culation 10,250.

**Engineering  
News (1874)**

The Standard  
Paper of Engineer-  
ing and Contract-  
ing. Circulation  
21,700.

**American  
Machinist  
(1877)**

Devoted to the  
Work of Machin-  
ery Construction.  
Circulation 24,450.

**Power  
(1880)**

Devoted to the  
Generation and  
Transmission of  
Power. Circula-  
tion 30,000.

**Coal Age  
(1911)**

Devoted to Coa  
Mining and Coke  
Manufacture.  
Circulation 12,000.

The Hill Publishing Co., 505 Pearl St., New York



a manufacturer to gauge the effectiveness of his advertising is to measure it by the increase in his business. Nothing will tell him better. Purely idle inquiries won't; and even interested inquiries won't, since he has no way of following the matter further.

And, anyhow, what a pitiable showing a few thousand inquiries make against millions of silent circulation!

This manufacturer's business and the business of every big, worth-while advertiser are kept going and increasing by the accumulative impression which advertising makes on the big, silent majority—the "silent vote" which merely goes and buys and says nothing, and which keeps the wheels going around.

### Chivers Joins Birmingham "News"

A. B. Chivers, for the past six years advertising manager of the *Cleveland News*, has been appointed business manager of the Birmingham, Ala., *News*. For the last year Mr. Chivers has also been advertising manager of the *Cleveland Leader*.

Before going to Cleveland Mr. Chivers was for seven years advertising manager of the New Orleans *Item*. He had, previous to going to New Orleans, experience with the Chicago *News*, Washington *Star* and New York *World*.

In his new connection Mr. Chivers will, in a general way, be assistant to publisher Victor H. Hanson.

### Missouri Jewelers Endorse "Printers' Ink" Statute

The Missouri Society of Retail Jewelers, at its annual convention at Kansas City on March 16, adopted resolutions endorsing the PRINTERS' INK model statute and calling for active work in favor of this measure at the next meeting of the Missouri Legislature. It was said by one speaker that the PRINTERS' INK statute, which was presented to the legislature at its recent meetings, was defeated only after powers inimical to the interests of the retailers had enlisted the support of certain daily papers.

### McGuckin Agency Has I. C. S. Account

The Eugene McGuckin Advertising Agency, of Philadelphia, will hereafter place all the newspaper and magazine advertising for the International Correspondence Schools, of Scranton. The first orders, in the form of four full columns, were sent out recently to a number of newspapers.

### Sphinx's 132nd a Grill

A hundred members of the Sphinx Club sat down together at its March dinner, the one hundred and thirty-second, at the Waldorf-Astoria, on March 17.

The programme was framed with intent to provide an exhibition of intellectual gambling. Notice was early served by the president of the club, E. D. Gibbs, that any speaker who attempted to be serious at the 17th of March celebration would be shown the gate.

Two minutes after Mr. Gibbs had yielded the chair to F. Irving Fletcher as toastmaster, it developed that the entertainment was destined to take the form of a grill, with the guests of the evening served up to make an Irish holiday and Mr. Fletcher turning the spit. Nobody seriously objected, least of all the diners, who appeared to enjoy the exhibition. Mr. Fletcher's most serious contribution to advertising philosophy was his statement that advertising is the most prolific producer of fiction in modern times: to-day it is almost an axiom that in order to discover the truth of an advertisement it is necessary to read between the lines.

The other speakers were Louis Rosenberg, of the Greenhut-Siegel-Cooper Company; D. Morris-Jones, of the Hanft-Metzger Company; Alfred W. McCann, of the New York *Globe*; Elmer Helmes, of the New York *Tribune*, and Einar O. Petersen, of O'Flaherty's Suburban Service.

### Coupons in Premium Offer

The Globe Soap Company, of Cincinnati, is using the newspapers to present a free initialed-silverware offer. In order to learn the details of the plan it is necessary to sign a coupon. The coupon, properly signed, brings a choice of four plans to secure the premiums. One plan of securing distribution is for a person to call on six friends and get each to buy five bars of the soap. Then send the wrappers with 58 cents from each friend. This makes a total of 30 wrappers and \$3.48 for the soap and seven sets of teaspoons (six spoons to a set), one set for each of the friends and one for the agent.

The same kind of a plan is offered on tablespoons, knives and forks, except that these articles require a larger sale of soap and more money.

A postcard is sent to an agent requesting the names of dealers in the town who do not sell the soap, so that the names may be furnished the salesmen calling on the regular trade. As the wrappers alone count in getting the silverware, it is the intention of the manufacturers to swing the distribution through the dealer after it has been started by a temporary agent.

### Bayer-Stroud Has Lion Collars

The Bayer-Stroud Corporation, New York, is now handling the account of the United Shirt & Collar Company, Troy, N. Y., making Lion shirts and collars.

## Using Samples to Locate the Possible Market

How the Columbia Graphophone Finds Users of Competing Machines with a Sample Record—An Ingenious "Bait" to Get the Advertising Message Across—Three Purposes in One

**M**ANUFACTURERS of accessories have a peculiar problem, in that their market is determined by the number of people who use something else. Thus the manufacturer of typewriter ribbons must reach those who use typewriters, the maker of electric switches finds his present market determined by those who use electric current, and the spark-plug man must find the users of gasoline engines. There is no market for any of those things—and a wide range of other things—unless the way has been paved by the sale of something else.

In most cases general consumer advertising is profitable, because

a large enough proportion of the public are users of the primary article to make it worth while. And then, too, a lot more are going to come into the market some day through the purchase of typewriters, automobiles, etc., and it is well to be forehanded in letting them know about the accessories they will want. But it is often necessary to back up the consumer advertising by direct circularizing of actual prospects, and then it is necessary to know exactly where the market is.

It is easy enough to buy a list of automobile owners, because they are licensed by the various States, and typewriters are used by practically every business house. But when it comes to users of other things which require accessories the problem is not so simple. Talking machines, for example; it may be possible to secure lists of users from one's own dealers, but how about competing machines? Sending lists of new records direct to users of machines is a very profitable

# The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel

means for stirring up sales of records, but in order to cover the entire field it is necessary to learn the location of competing machines which will play the records.

The Columbia Graphophone Company, New York, has adapted the old device of an "advertising record" (a talking-machine record which delivers a spoken advertisement when placed on a machine) to three different purposes: a sample of musical recording, an advertising talk, and a means for getting the names and addresses of users of Victor Talking Machines and other competing machines on which Columbia records

Columbia Record affords the best possible evidence of the quality of Columbia recording. It demonstrates the faithfulness of our reproduction of the singing voice, and it is typical of the quality of every record in the entire Columbia list. The standard price of ten-inch Columbia Double-Disc Records is 65 cents.

"As an interesting experiment as well as a demonstration of the Columbia process of recording instrumental music, you will now hear some of the instruments of the Columbia orchestra, commencing with the first violin and adding successively the second violin, the viola, 'cello, flute, bass, oboe, clarinet, bassoon, French horn, bells, cornet and trombone. Listen carefully and see if you can detect the exact moment at which each instrument is introduced."

Then the record stops talking and commences playing. The melody chosen is "Home Sweet Home"—about the best-known melody there is. The company made an original orchestral arrangement of it for this record.

In conclusion the voice speaks:

"A point to remember: Columbia Double-Disc Records may be played on either Columbia or Victor machines, and they will unfailingly outwear any other record."

So much for the sampling feature and the advertising talk which goes with it. It should be remembered, however, that the talk lasts as long as the sample does, and may be reproduced as often as the owner of the record sees fit. The introduction in the middle of the talk of the curious instrumental arrangement of a familiar melody is an ingenious "bait" to persuade users to play over the advertising side.


Perhaps the most important part of the scheme is the manner in

**"Good Night, Little Girl, Good Night"**

A Record that will Fit your Talking Machine—Victor or Columbia


**Only 25 Cents**

This is a sample Columbia Double-Disc Record just issued for the purpose of showing you that Columbia Records can be used on either Victor or Columbia instruments; that Columbia Records are guaranteed to be superior to any record of other manufacture, and that the price of 65 cents is below the price of other records.



Step in and hear it. Or telephone, and we will send it out to your home.

**(Dealer's Name and Address)**

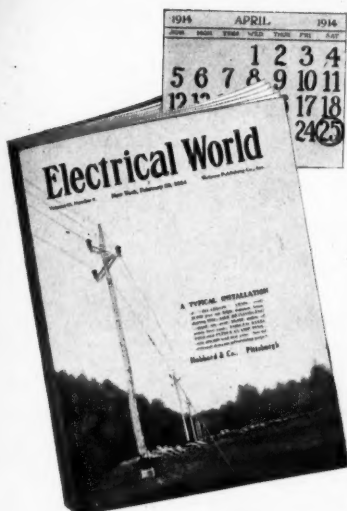


READY-MADE COPY FOR THE DEALER'S NEWSPAPER

may be used. Of course sample records have been used for years, and "advertising records" are more or less familiar in the trade, but there are several unique features in connection with the distribution of this particular sample. The company states that this advertising record has "done more to build up new trade—and permanent trade that stays and accumulates—than any other sales device in the history of the talking-machine business."

The record itself is of the double-disc type, with "music" on both sides. One side serves entirely as a sample, and contains a tenor solo by Henry Burr, "Good-Night, Little Girl, Good-Night." When the recipient turns his record over the following talk is reproduced:

"The other side of this sample



## A Month Left to Get in at the Low Rate

Increased circulation, improved circulation, increased service to readers and, consequently, increased cost of production, necessitate an

### Increase in Electrical World Advertising Rates

*for new advertisers  
beginning April 25, 1914.*

Advertisers maintaining schedule prior to that date will continue at the present rate until the end of April, 1915. Therefore

*Advertisers who come in before April 25 will  
be billed at the present low rate for a full year to come*

#### RATES:

Space During a Year	Present Schedule	New Schedule
52 pages.....	\$50.00 per page	\$60.00 per page
26 pages.....	53.00 " "	64.00 " "
18 pages.....	56.00 " "	68.00 " "
12 pages.....	58.00 " "	72.00 " "
6 pages.....	64.00 " "	80.00 " "
3 pages.....	72.00 " "	88.00 " "
Less than 3 pages.....	80.00 " "	100.00 " "

If you are convinced that Electrical World advertising will pay you, start your advertising before April 25 and enjoy the lower rate for another year.

If you are not yet convinced, get the facts now so that you can decide before April 25. Simply say you want them.

## McGraw Publishing Co., Inc.

239 West Thirty-ninth Street

New York

Electric Railway Journal

Electrical World

Engineering Record

Metallurgical & Chemical Engineering

**I**N selecting a medium to cover  
Kansas City you can't  
go wrong if you seek the  
advice and follow the example  
of any successful merchant in  
Kansas City

**The Kansas City Star**  
180,000 Copies Morning, Evening and Sunday

which it locates possible customers who use competing machines, who can then be circularized direct by Columbia dealers. Space is used in general magazines offering the sample record for 25 cents and the name of the talking machine owned. The 25-cent fee is large enough to prevent inquiries from anyone who is not the owner of a machine which will play the record, and small enough to offer an

reports an average of 250 inquiries per day ever since, each accompanied by the quarter. As the company puts it:

"The immense value of this campaign to the dealer is obvious when it is borne in mind that the mailing list is the most important part of a retail talking-machine man's equipment. We issue new records three times a month, and as there is printed matter with each issue of records, a live mailing list is the surest and strongest means of keeping the customer constantly reminded of the product."



## If you own a Columbia or Victor talking machine

here is a chance for you to get for twenty-five cents a "sample" advertising Columbia record that will play on your machine.

The only reason why this price is set at twenty-five cents is because we want you to know at first hand something about the superior and guaranteed quality of Columbia double-size records, and that they will play on your machine.

We can give you the name of a dealer who will supply you with this sample record at 25 cents if you send us a check or money order. Or for the same 25 cents and to be direct we will deliver the record to you prepaid.

Send to: Columbia Graphophone Co., 485 Madison Ave., New York

11 cents in P.M.



Columbia Graphophone Co.

Box 8-124 West 42nd St.

New York

11 cents in P.M.

11 cents in P.M.

11 cents in P.M.

MAGAZINE COPY CARRYING THE COUPON

important inducement to those accustomed to paying a minimum of 65 cents for records. Furthermore, the company says that the 25-cent fee is large enough to pay the actual cost of manufacturing the sample.

Inquiries are sent direct to the New York office of the company. If there is a dealer conveniently located, the customer gets an order on the dealer for the sample. If no dealer is close at hand, the sample is sent direct, and the location of the nearest dealer is mentioned. At the same time the dealer is given full details of the inquiry, including the make of talking machine which the customer owns.

The campaign was started the first of the year, and the company

## Suffragette Brand of Candy

"Votes for Women" Chocolates, made in Cleveland and New York, is the name selected by Mr. Crane, the manufacturer, because the product is dedicated to the cause of "Votes for Women." It is said that a commission of five cents a pound goes to the cause. The copy explains briefly how the name was selected. Mr. Crane was passing the suffrage headquarters in New York and noticed their windows placarded with emblems and arguments. Down in one corner was a little sign which read, "Fudge Inside." The idea struck him: if the ladies wanted to sell candy, why not his candy? He decided to give the society a commission and let them sell it. Across the front of the package is a label, "Votes for Women," with the slogan, "Eventually—Why Not Now?"

## Sales Managers Looking into Price Maintenance

At a meeting of the Philadelphia division of the National Sales Managers' Association held on March 17, over 100 sales managers and salesmen of various lines discussed "Price Maintenance." The principal speaker was Attorney E. S. Drinker, Jr., who spoke from a legal standpoint, reviewing decisions pro and con by different courts concerning the standardization of prices and the protection of trademarks. M. W. Montgomery, manager of the local branch of the Library Bureau, and president of the organization, presided and led a discussion which followed.

## Creamer to Write Copy for Convention

It was announced at the Poor Richard Club luncheon in Philadelphia last week, that Theodore B. Creamer, of N. W. Ayer & Son, originator and writer of Prince Albert advertising, had been chosen as one of the five representative advertising writers to prepare "copy" for advertising the annual convention of the Associated Advertising Clubs of America at Toronto next June.

## N. Y. Trade Press Bars Dishonest Publisher

AT a special meeting of the New York Trade Press Association held at the Hardware Club, last Friday, it was unanimously voted to amend the constitution so as to exclude the circulation liar and insure equal rates under like conditions to all advertisers buying space in the papers of that association. The new amendment will go into effect January 1, 1915, and after that date all members who do not conform to the new conditions will automatically expel themselves, as explained in the March 5th issue of **PRINTERS' INK**, in which the full text of the amendment was printed.

It was also voted to instruct the delegates from the New York Trade Press Association to the convention of the Federation of Trade Press Associations to vote "yes" to the revised constitution of the Federation which makes it compulsory for a federated association to incorporate in its constitution a clause to the effect that every member must permit a yearly examination of his circulation by disinterested accountants approved by the executive committee of the Federation of Trade Press Associations. These examinations must show the advertiser or agent the number of actual paid subscribers, the distribution of free copies, exchange copies, advertisers' copies, sample copies, and news-stand sales and returns. Among other requirements the new constitution imposes is that a paper to be eligible to membership in a federated association must "hold its advertising columns open at equal rates to all reputable advertisers furnishing copy acceptable to the publisher and belonging to the class with which it is identified."

As some misunderstanding arose over the interpretation of this clause it was voted to instruct the delegates to vote "yes" with the recommendation that the clause be made to read: "hold its advertising columns open at equal

rates under like conditions to all reputable advertisers."

In view of the fact that the New York delegation has an influential voice in the Federation convention, this action of the New York Trade Press Association has considerable significance. A motion was also made and carried that a committee be appointed by President Robbins to draft suitable resolutions in regard to the death of William Henry Boardman of the Simmons-Boardman Company.

## Using an Old Booklet to Help Advertise a New One

The Fitchburg Machine Works are offering to technical readers a new edition of their special book of photographs, data and blue prints.

In a recent page advertisement capital was made out of their old edition, published about two years ago. A small

**Do You Remember This Book?**

Make sure you get a copy of it this year. It is the only technical book of its kind in the world. It is a complete and up-to-date reference work for all technical men. It is the only book of its kind in the world. It is a complete and up-to-date reference work for all technical men. It is the only book of its kind in the world. It is a complete and up-to-date reference work for all technical men.

**Well Here's the New One**

Send for a Copy

**PHOTOS  
BLUEPRINTS  
DATA**

Fitchburg Machine Works  
Fitchburg, Massachusetts

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

☐ No return required

picture of the old book is shown together with the headline, "Do you remember this book?" A short paragraph descriptive of the old book is followed by the headline, "Well, here's the new one." The new edition is then pictured and described at length.

## C. E. Jones with Curtis Co.

Charles E. Jones has joined the staff of the Curtis Co., of Detroit. He was formerly connected with the New York *Evening Post Saturday Magazine*, *Munsey's* and *Cosmopolitan*. At one time he was advertising manager of the National Cash Register Co.





## BEGINNING THE SIX BEST SELLERS

**T**HIRTEEN thousand people in one week  
elbowed and edged their way into a  
theater.

In rapt attention, broken here and there  
by whole-souled laughter, thirteen  
thousand sat breathless while the plot un-  
wound itself from a long series of entangle-  
ments.

What drew these people inside at Broadway prices?

A story—a mystery story—dramatized.

## IF THAT PLAY HAD BEEN AN ADVERTISEMENT

"What an audience!" the advertiser would have thought. "What attention! what desire! Suppose during the moments of white-hot excitement the advertiser could say, All of this advertises my name?"

And that is exactly what happened.

Not at the theater, but months before, a bigger audience—not thirteen thousand, but one million four hundred thousand—were held spellbound by that story. Week after week they followed tensely as the plot uncoiled itself in the columns of the Associated Sunday Magazines. Through the front pages they followed it, back into the narrow columns,—the columns next to advertising!

The readers of more than one million four hundred thousand copies of the Associated Sunday Magazines laid down the last chapter of "Seven Keys to Baldpate" conscious that they had read another best seller.

## SEVEN KEYS TO OVER 1,400,000 POCKETBOOKS

But planted also deep in their subconsciousness were stories of other best sellers—clothes, foods, shoes, luxuries—which during

the hours when their attention was riveted on those pages had flashed out before them in illustrations and bold type, as in the spotlight on a darkened stage.

Look behind that magazine, into the editorial rooms where it is issued, and you will find a group of men who picture the 1,400,000+ families that make up their audience before they send each issue to press.

Through twelve distinct but closely related sources—twelve leading newspapers in twelve leading cities—these editors keep in daily personal touch with every one of their groups of readers. They see these families; they know the papers they read, the streets they live on; they know what stores they buy in; and they know their tastes in news and fiction.

## ONE THOUSAND MANUSCRIPTS —ONE BEST SELLER

Out of the mass of manuscripts that are ordered and the ones that drift daily into their offices, the editors select the stories that have the most universal appeal for persons of intelligence and discrimination.

"Best seller" fiction, backed up by short material of the same excellence,—that is the program of every issue. Every member of the family finds something vitally interesting in every issue of the Associated Sunday Magazines.

Advertisers who deal in commodities that have a home use find an actual cash-in-their-pocket value in using a magazine that appeals to every member of every family to which it goes.

## BEST SELLERS MAKE BETTER BUYERS

It means to them that they stand four or six chances, instead of only one, of reaching, with every copy circulated, an impressionable buyer. It means that their advertisement will become part of the family conversation in 1,400,000+ homes—on Sunday, and Monday, and throughout the week.

"Best seller fiction" in the Associated Sunday Magazines means, to every one of our advertisers, readers whose interest is keen, personal, and sustained throughout the year.

### ASSOCIATED SUNDAY MAGAZINES, INCORPORATED

1 Madison Avenue, New York City

Record-Herald Building, Chicago, Ill.

Issued every week, co-operatively and simultaneously, by and as a part of the Sunday editions of the

Chicago Record-Herald	St. Louis Republic	Philadelphia Press
Pittsburgh Post	New-York Tribune	Boston Post
Detroit Tribune	Minneapolis Journal	Buffalo Courier
Rocky Mountain News	Washington Star	Baltimore Sun

## Do Coupons Benefit Consumers?

One Manufacturer Says They Do by Cultivating the Habit of Cash Payment—Coupon-Giving as a Form of Price-Cutting—Abnormal Sales of Cigarettes Due to This Form of Advertising

*Special Washington Correspondence*

AT about the time this issue of PRINTERS' INK reaches its readers there will be available to every member of Congress a complete revised and corrected record of testimony on the subject of the Tobacco Coupon Bills, which was submitted to the Committee on Ways and Means of the House of Representatives on Wednesday, March 11, 1914, and which testimony was partially reported in the last issue of PRINTERS' INK. Additional testimony which could not be reviewed for lack of space last week gives an insight into the views of manufacturers and retail merchants as to the use of coupons, particularly in the tobacco industry.

John Hall Jones, representing R. Whalen & Co., manufacturers of tobacco, Rochester, N. Y., presented an argument in favor of the coupon advertising system, in part, as follows: "In modern retailing, to spell success, a merchant has to accomplish two things only: First, attract customers; second, retain their trade. Both these things are accomplished by the coupon system. The manufacturer who knows that the retailer is merely a distributor of his goods and the retailer who sells for various manufacturers, both know that the customer is the final source of their prosperity. To win his confidence and patronage is the goal of all their efforts. As a means of accomplishing this the premium system of advertising has no equal.

SAYS COUPONS ENCOURAGE CASH PAYMENTS

"Not all manufacturers use coupons, although it is open to them to do so. The manufacturers of some package goods,

many of them doing a mail-order business, desire to come into direct contact with the consumers of their products and for that purpose have adopted the premium system of advertising. As used by the retailer, the premium system is a means of giving a discount on small payments, as low as five cents, and is almost wholly confined to cash transactions. It therefore encourages cash payments, which is a great advantage to the retailer.

"To the manufacturer the coupon is a system of profit-sharing. He packs a coupon in a ten-cent, 15-cent or 25-cent package of his goods and redeems these coupons in premiums which are paid for out of the profits he makes on the increased sales of his goods. To say that the goods are sold at a higher price or lower quality because of the coupon is absurd, for competition regulates both price and quality. One of the chief advantages of the premium system is that it retains old customers as well as attracts new ones. It has been found by experience that a discount of from two to three per cent is the average amount that a business can stand as a discount, and that a premium costing from two dollars up is the kind that will attract and retain custom, as it is of permanent character and value. An important point in this connection is that the discount is not given until the trade has been made. The merchant gives nothing until he has received the patronage of the customer. No other system of advertising can do this for a merchant. What a merchant pays for general advertising is so much bread thrown upon the waters. Whether it returns cake or dough is beyond his power to control. No method has yet been devised to tell how much trade will result from \$1,000 worth of newspaper, circular, billboard, or theatre programme advertising; but there is no question about the return from \$1,000 spent for goods given as a bonus for patronage actually conferred. Again it should be noted that no other

advertising method exists which returns to the pocket of the consumer a material portion of its cost to the advertiser. The consumer benefits by this system because it brings him into direct relation with the advertiser."

#### COUPONS CHIEF ELEMENT OF U. C. S. SUCCESS

Isaac Lipton appeared as the representative of the Western Association of Retail Cigar Dealers and the Retail Dealers' Association of Chicago, in support of the Congressional bills which propose to place a tax upon coupons. Analyzing the trade-winning methods of the United Cigar Stores Company, he contended that its success was due solely to the use of coupons and was not to be attributed to the location or appearance of the store or the personnel of the employees. Said he: "Probably the appearance of a United store is rather repulsive and strikes one rather disagreeably at first. After we have gotten used to it—and it symbolizes a certain business which is really distinct from other tobacco business—we do not notice its appearance. There is nothing attractive about that color—dull red front—and about those large glaring signs and about the marked-down prices in the windows, and so on; and they are usually very small stores, where people who want to be a little leisurely about lighting a cigar and getting 'started' find themselves pretty well crowded.

"I do not think that the appearance of those stores is substantially more attractive than other stores and evidently most retailers do not think so, because they are not imitating it in this respect. They are not making the same kind of show and getting the same kind of stores, because, apparently, there is nothing about the store which is more inviting than about other stores, excepting so far as uniformity itself is concerned, which a great many times rather makes itself inviting because you know at once what it is.

"The only weapon possessed by

the United that others do not have is the coupon. The coupon is not an advertisement. Advertisement is publicity that calls attention in the most favorable possible way to the producer and his product. It is an arrow that points to the producer and to the price. The coupon is a rebate; it is in the nature of a price reduction. It is an arrow that points to the consumer's pocketbook. It is not an advertisement in the sense that publicity is advertising at all. As a rebate it is a fractional currency and a fractional currency which cannot be obtained by the independent competitors of the United Cigar Stores. Why cannot the independents get the same fractional currency? Because the independents are independent they cannot work in co-operation. But with the United Cigar Stores so close together their fractional currency has become a medium of exchange because it can be used so easily in so many places.

"Suppose the United Cigar Stores Company gave back money at the time of the purchase. They would be giving back a currency which the independents can also obtain; in other words, they would cut prices. We have no objection to price-cutting. But here is the situation which arises: Suppose the United Cigar Store cuts a price from ten cents to eight cents; the independent meets that cut, but the United Cigar Store still undersells the independent by the price of the coupon. There is nothing the independent can do without being undersold, unless he undertakes to sell at such a figure as would ruin the United Cigar Store, because it was below cost, which, of course, cannot be, because the independent would be ruined first. In other words, this fractional currency which has attained its power only because it is used in a chain of stores of uniform appearance close together, co-operative in its management; this fractional currency always remains a margin which the United store has against the competitor, and that margin is not a margin of profit, it is a margin

of attractiveness. It means the customers come into the United store and they will not come into the other store. The coupon threatens the retail tobacco industry with much more than the former trust, now subsidiarily disintegrated, ever threatened the wholesale industry. The United Cigar Stores' coupon has realized all the evil tendencies of the trading-stamp coupon. While the trading stamp in itself is a toy gun, the tobacco coupon has become an ideal weapon. I think that all trading stamps ought to be abolished."

#### LITHOGRAPHERS GET LARGE INCOME

William A. Copely, the national president of the Lithographic Press Feeders Union, appeared to protest against any interference with the present system whereby premiums are given with or are inserted in packages of cigarettes, little cigars and cigars. In the course of his remarks he said: "As much as \$300,000 a year has been expended by one particular lithographic establishment for the purchase of satin alone, not counting the labor involved in putting an impression upon each piece of satin. If this is prohibited it will mean the curtailment of pretty nearly 20 per cent of the amount of work which is now being done in the lithographic industry."

Nicholas Ehrlich, an independent, of Brooklyn, said in part: "We are opposed to coupons, inserts, free gifts, free presents—the 'something for nothing' idea. They are only shields to cover unfair competition. They are used as a mask on the face of unscrupulous business men to cover the defects of their business transactions. They are not able to sell an article on its face value. Speaking generally, the coupon business is a fraud and deception on the consumers by the unfair business man. The average coupon is supposed to be worth four per cent—four cents on the dollar. When the consumer redeems it he receives only two cents on the dollar. About 50 per cent of coupons go astray and are never redeemed, which

makes for the average consumer only one cent on the dollar. One firm of trading-stamp manufacturers has accumulated several million dollars in a few years from the green trading stamps, the benefit of which is supposed to be for the consumers.

"Many department stores, manufacturers and dealers, jewelers, hardware, cutlery, dry goods and gentlemen's furnishing merchants consider this coupon business a curse and a nuisance. There is a certain chain of department stores which is directly interested in the Coupon Trust. It is to its interest to force coupons upon the public with every sale. The Tobacco Trust would never have been completed if its branch, the United Cigar Stores Company, had not given out free coupons. Wherever it opens a new store it begins giving out double and triple coupons until it freezes out its competitors in the neighborhood.

#### SAYS COUPONS LEAD TO INFERIOR GOODS

"The average consumer is not competent to purchase articles for his needs. He has to consult the salesman. The salesman, trying to make up the expense of the coupon, gives an inferior quality to the innocent, inexperienced buyer, while he cannot do that with a competent buyer. The business man considers the coupon an expense, just as rent, light, heat, etc. He divides his customers into two classes; one class of able, experienced buyers, who give only a small margin of profit to the seller, and another class who know nothing of quality, value or price and have to depend on the fairness of the man behind the counter, and this coupon expense is charged up to the latter class.

"Many young boys have smoked cigarettes to excess and injured their health because urged by their sweethearts and others to bring them more rugs, flags or coupons. Many wives have quarreled with their husbands for not using certain brands of tobacco or patronizing certain stores where pre-



miums and coupons are given. The consumption of cigars in this country has increased normally with the population, while the cigarette industry, controlled by the trust and its chain stores, has increased abnormally in the last few years because premiums, inserts and free gifts have been given almost with every package. The inserts and presents given with cigarettes are attractive and the designs are often changed, which accounts, in part, for the increased consumption in cigarettes."

### How Advertising Helps Lowe Brothers

THE LOWE BROTHERS COMPANY  
DAYTON, O., March 12, 1914.

Editor of PRINTERS' INK:

Your letter of recent date has been held because we were trying to get at some important facts regarding prices and costs.

The following may not meet exactly the points you have in mind, but it is as near as we can come to a definite statement. We may say, however, that there is no doubt whatever in our own minds that the salvation of our business so far as prices and service to paint users are concerned, has been the added power of our national campaign.

Within the years in which we have been conducting a national campaign the cost of making our leading products has increased about 30 per cent. This includes increased cost of raw materials, labor, materials for packing, etc. It does not include cost of selling or advertising. Our fixed charges, selling expense, etc., have increased somewhat, the proportion being less than the manufacturing cost increase.

In the same period the average selling prices of our leading materials have increased about 15 per cent, a much less proportion than the increased cost of production.

In the same time our sales have increased 45 per cent, showing that it has been constantly growing easier for our salesmen to establish agencies. In addition the exclusive agency has become of greater value to the dealer because the goods are better and more favorably known to the consuming public and thus more easily sold.

In fixing the prices of products the cost of national advertising has never been considered. This we regard as a part of the investment taken from our possible profits with a view to the permanent business growth. It is just as important as new machinery, buildings, etc., which look to the permanence of the business.

If we had not been able through our advertising campaign to increase our business so largely, our retail prices must necessarily have gone much higher than they now are, or our quality must have been reduced. On the other hand,

it is true that our product is much better to-day than it was five or ten, or fifteen years ago, due to the constant investigation and practical testing of materials and finished products. It costs us more not only on account of increased cost of materials, but because of the improved character of the product.

The protection of our trade-marks and the standards we have set up seems to us essential to successful business in the future. In this we are thinking not so much of ourselves as of the users of paint products who are interested in the constant improvement in the quality of products that have so much to do with the preservation and beautifying of so many things that go to make up safe and comfortable living.

E. L. SHUEY.

### Pages for Berry Varnishes

Berry Brothers, varnish makers, with factories in Detroit, San Francisco and Ontario, have adopted a plan of using page copy in the cities where painters and decorators are holding conventions. When the International Association of Master House Painters and Decorators recently met in Indianapolis a full page appeared on Luxeberry Spar Varnish. In the center of the page was reproduced a drawing of the "Seandbee," said to be the largest sidewheel steamer in the world. Over this picture in a short paragraph the statement was made that this vessel was varnished with over 400 gallons of Luxeberry Spar and Liquid Granite. And that the largest and finest boats afloat were varnished with this product. There was argument to the effect that this varnish was waterproof and would not turn white, check, crack or peel. At the bottom of the page was a picture of the Berry wagon for children, and a line addressed to the youngsters requested them to ask their dealers how to get one. Dealers handling the varnish were listed so that they received a benefit from the copy.

### Krum Goes to Aurora Corset Company

Harry G. Krum, in charge of the publicity department of the Kalamazoo Corset Co., Kalamazoo, Mich., has taken the advertising managership of the Aurora Corset Co., Aurora, Ill., manufacturing Henderson and La Princess corsets, and will move to Aurora April 1.

### Miller with Goulds Mfg. Co.

H. F. Miller, who for the past year has been associated with the advertising department of the Otis Elevator Company, and for four years previous to that, with the Western Electric Company, has been appointed advertising manager of the Goulds Manufacturing Company, of Seneca Falls, N. Y. C. H. Clark, until recently advertising manager, resigned because of ill health.

## This is an advertising agency.

One of our organization called recently on a prospective advertiser whose advertising budget is likely to be about \$10,000 a year. Apparently ten or twenty other agencies were also in touch with the prospect and most of them had promised "service" so extensive that, apparently, few other employees would be needed to run the business.

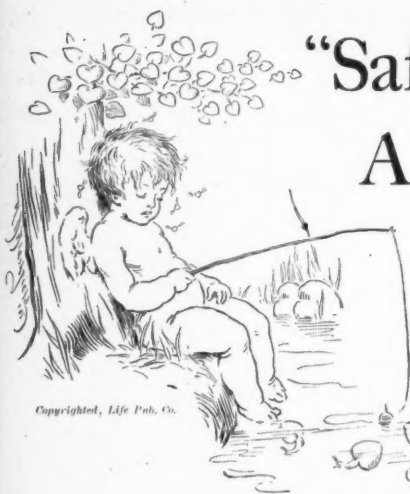
It should be evident to any sane business man that such extravagant claims are only made to secure business and they carry their own comment on the value of the claimant's time.

Speaking for this agency, we do not profess to be a combination of general manager, janitor and messenger boy. We undertake to conduct the *advertising* of our clients and in the course of this to give them such business counsel along general lines as their needs and our capacities indicate.

And we believe that by not claiming too much we are able to perform a great deal.

---

F. Wallis Armstrong Company  
Philadelphia



Copyrighted, Life Pub. Co.

## “Safety First” A Life Line

Every decision of the advertiser must have as its base, “safety first,” if his advertising is to be successful.

Plan, copy, mediums, all require the same degree of caution and thought for “safety first,” a policy which in modern business is converting waste into profits.

LIFE, as a medium, conducts its business, editing—circulation—advertising on a “safety first,” basis. We could publish a much larger periodical, build a greater circulation and carry more advertising if we did not believe in “safety first.” Legitimate healthy growth each year makes LIFE a medium of strength and permanency—qualifications which in your business or financial investments you demand first.

In your advertising investments use **LIFE** as one of your mediums. Strength, permanency and “safety first,” are assured.

. Gee. Bee. Are.

LIFE'S Advertising Manager, 31st Street West, No. 17, New York  
B. F. Provandie, Western Manager, Marquette Bldg., No. 1537, Chicago

## Breaking Away from Old Policies

Platt's Chlorides in Straight-to-the-Consumer Campaign—Planning Copy to Hold the Professional Endorsement—Problems Confronting the Disinfectant Advertiser—How the Market Was Tested

**F**EELING that the recent growth of the sanitation movement, as shown by various "clean-up" days and sanitation shows in different cities, has materially increased the demand for disinfectants, Henry B. Platt has decided to forsake the "ethical" policies which for thirty-four years have governed the advertising of Platt's Chlorides and lift the product bodily from the restricted medical field into the general household-necessities class.

The attitude of Mr. Platt toward consumer advertising has always been negative. In an interview given *PRINTERS' INK* four years ago the company went on record as believing that an extended consumer campaign would be inadvisable. Some doubt was expressed as to the possibilities of teaching the masses to buy germ destroyers. And spasmodic experiments seemed to indicate that while the average housewife would readily respond to advertising of remedies for existing ills, which she could feel or see, it was quite another matter to interest her in preventatives for which she felt no immediate need. Then, too, at that time market conditions were acute, private brands flourished and there seemed to be a lack of appreciation for the value of disinfectants generally.

### SOCIAL FORCES CHANGE CONDITIONS

But in the last few years many forces have been at work to plant in the public mind the fear of

disease and the appreciation of the fact that "an ounce of prevention is worth a pound of cure." The medical profession especially has been hammering away on this theme, as have the health authorities and numerous associations. Slowly but gradually the attitude of mind has changed from doubt to belief. And it is on this foundation that Platt's Chlorides will build their new and unlimited market.

"Realizing that the time had come when it would be possible for us to lift our product into the general field," said R. E. Chumasero, manager of the company, "we decided to test out our new market before we plunged in over our heads. So last fall we subscribed to a press clipping service which kept us advised of any conditions which gave us an opportunity to drive home the wisdom of disinfection. Ads were prepared for the newspapers, and the moment we hear of a disease that looks as if it might result in an epidemic we begin a campaign in that city. The same with other conditions. For instance, in New York this winter the blizzard made it impossible to collect the garbage. Garbage wagons were in demand to remove the snow and open up traffic. For several

### A Sanitary Home Insures Good Health



**Platt's Chloride**

**SUNSHINE, FRESH AIR, GOOD FOOD**

—and a liberal use of this reliable disinfectant will mean good health for the entire family.

RECENT STREET CAR COPY

days the garbage stood in the apartments, uncollected. Soon after the news of this 'broke' our ads began to appear in the newspapers urging the householders to guard against the disease this might bring, and to use Platt's Chlorides. This plan has proven effective and profitable.

"But we appreciated that, to get a permanent foothold in the general field and firmly to fix our product in the public mind as a household necessity on a plane with Gold Dust, borax or laundry soap, a persistent and comprehensive effort was necessary. Yet it was not a case of following inclination, for we had to consider

the New York Board of Health; Herman Spaulding, M.D., Chief Health Inspector, Chicago; Benjamin Lee, M.D., Secretary State Board of Health, Pennsylvania, and others. We could not afford to throw this endorsement overboard by going over the profession's heads as it were.

"So we took an entirely new stand. We overlooked the medicinal properties of the product and decided to appeal to the physician in the medical press just the same as though he were a lay consumer. In other words, by getting him to use Platt's Chlorides in the water box of his furnace, or in water boxes under his radiators he would be made to realize that it had uses outside of the sick-room, and was therefore a legitimate household article just as far removed from the province of the physician as borax or soap powder, which after all are in reality tools of sanitation.

"To better meet the demands of the

general public we also prepared a fourteen-ounce bottle, which sold at twenty-five cents, to exploit in our consumer advertising. We also got up a window display to link up our consumer campaign with the store and give us an opening wedge in winning over the druggist. To insure these displays being used to the best advantage we planned a

**Typhoid**  
is prevalent. A reliable Disinfectant. Pour Platt's Chlorides into the water box of the furnace.

**Grippe or Influenza**  
Germs can be destroyed by using PLATT'S CHLORIDES diluted one-half in an open water box on your radiators throughout the house. The hot solution kills and purifies the air.

**Diphtheria**  
is prevalent. A reliable Disinfectant protects the home. Pour Platt's Chlorides into the water box of the furnace.

**Scarlet Fever**  
is prevalent. To help protect the home use a reliable disinfectant. Pour Platt's Chlorides into the water box of the furnace.

**Measles**  
is prevalent. A reliable Disinfectant protects the home. Pour Platt's Chlorides into the water box of the furnace.

**Small-pox**  
is prevalent. To help protect the home use a reliable disinfectant. Pour Platt's Chlorides into the water box of the furnace.

**Platt's Chlorides**  
The Odorless Disinfectant.

GROUP OF NEWSPAPER ADS RUN IN DIFFERENT LOCALITIES AT TIMES OF EPIDEMIC

the professional endorsement which we had won through years of advertising in the medical press and thousands of dollars spent in personal canvassing. Through this advertising and supplementary personal work we have secured the endorsement of over 26,000 physicians, including men of the calibre of Thomas Darlington, M.D., ex-president of



Collier's, The  
National Weekly,  
welcomes *The  
Advertising Audit  
Association* just as  
it has welcomed  
every honest effort  
to bring out facts  
about circulation.

P·F· Collier & Son · Inc.

*A. B. F. Hammer*

*Advertising Manager*

COLLIER'S CIRCULATION  
ISSUE OF MARCH 7th

Gross - - - 711,333  
Net - - - 707,141

Present rate of \$3.00 a line  
based on 600,000

"Baseball and the Briton" by  
Henry Beach Needham, who  
accompanied the World-Tour-  
ing baseball teams.

"The Painted Scene" by Henry  
Kitchell Webster. Both in the  
April 4th issue.

## Mail-Order Copy to Sell Goods Through Dealers

Here is a concrete example of results secured by action-creating or mail-order style copy as applied to goods selling through dealers.

It was an old-established house—had been using semi-publicity copy for years. After an investigation of the proposition, we suggested mail-order style copy.

Tested our ideas in about a hundred newspapers—result of one month's advertising, entire output sold up several months ahead. (Name on request.)

We don't say that such phenomenal results will accrue to any advertiser adopting this style of "mail-order" or action-creating copy. But we do say: that many advertisers could make several sales grow where but one grew before, if they would use the same principles which have made good under the acid-test of the mail-order advertisers. For people are constituted the same the world over, whether they order goods by mail or through a dealer.

And surely, if copy could be written which would send two or more people to a dealer where but one goes now, it would be worth a lot of money to any advertiser.

*May we show you what we mean by "mail-order copy" as applied to non-mail-order advertising, and give you the figures covering a number of subjects as to the increased results secured? No obligation. Merely say you are interested, on your business letterhead.*

**Ruthrauff & Ryan—Advertising**  
**450 Fourth Ave., New York City**



## HYGIENIC HEATING

High temperature and dry air do not produce comfortable and healthy conditions—the average temperature should be from 65° to 68° F. with a relative humidity of 60%.

In furnaces the water-box should be regularly filled and a little Platt's Chlorides added to it.

Keep on or under your radiators or stoves a dish or bowl containing Platt's Chlorides, diluted one-half, and in the sick room a towel moistened with this solution hung up and occasionally wafted about, will secure a constant moistening and purification of the air.



Two Sizes—50 and 25 cents

## ***Platt's Chlorides.*** ***The Odorless Disinfectant.***

For all household purposes. Safe, Strong and Economical.

HENRY B. PLATT, 42 Cliff St., New York

Sample bottle and booklet mailed free.

MEDICAL COPY THAT TALKS TO PHYSICIANS AS IF THEY WERE CONSUMERS

window-display contest among the dealers and backed this up with counter literature suggesting to the consumer the different ways the product could be used in the home, adopting as our basic argument, 'A sanitary home insures good health.'

"In our plans we contemplate using in moderation all the avenues that reach the consumer. We believe that all advertising mediums are good, and it is just a matter of reaching the people with the least amount of lost motion. We have already tried the Sunday magazines and the newspapers with satisfactory results. Our subway and elevated advertising now running in New York looks promising, and of course the trade and medical press are indispensable for reaching the dealer and professional man."

### Full Pages for Comic Opera

That good dramatic merchandise is as worthy of extensive advertising as any other salable commodity, and that legitimate means other than the old familiar press-agent may be used to this end, are evidenced in full-page advertising commenced in the daily papers of New York City by Klaw & Erlanger, the theatrical producers, and in the statement of Malcolm Douglas, advertising manager of "The Little Cafe."

A few days ago Klaw & Erlanger employed full pages in the New York *Telegram* and the *Evening Journal* advertising "The Little Cafe," in which Miss Hazel Dawn was appearing at the New Amsterdam Theatre. The pages, showing the New Amsterdam as the Mecca of trainloads of pleasure-seekers from many near-by cities reproduced upon a map, were striking, particularly as differentiated from the usual 10-line single-column notices in daily amusement advertising.

Mr. Douglas says that the publicity, which is of a type rarely seen in amusement advertising in "the provinces," is part of an especially large campaign which Klaw & Erlanger have planned for their enterprises. The pages have paid, Mr. Douglas says.

### Agitation Turned to Advertising Uses

Last week the Jones Bakery of Philadelphia took advantage of the interest created by the recent crusade for a clean delivery of the bread supply by the Civic Club and other important women's clubs of Philadelphia. Large copy containing extracts from the news articles of the various local newspapers regarding this crusade was used calling attention to the facts that their two principal products, "Kleen Maid" and "Holsum" breads, are mixed and kneaded by machinery and have for the past two years been delivered in sanitary dust and moisture proof wrappers.

James A. Buchanan, of Chicago, has been appointed Middle West advertising representative of Orchard and Form.

## Lehigh's Spectacular Exhibit

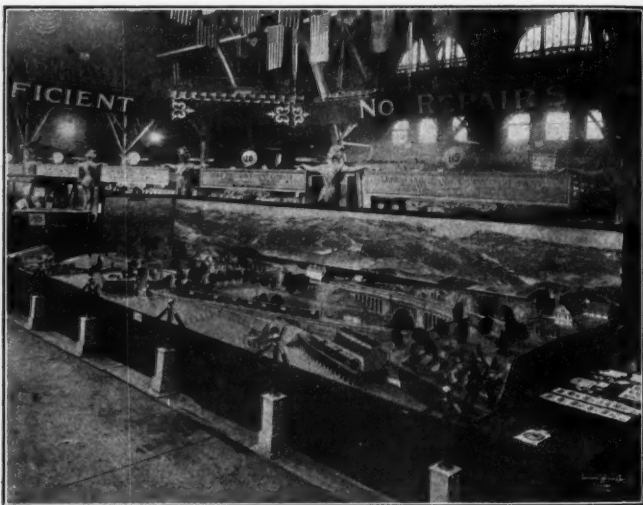
**I**N view of the fact that so many advertisers are showing aversion to the ordinary business show or exhibit as a method of advertising, it is interesting to cite a favorable view, which is entertained by the Lehigh Portland Cement Company, of Allentown, Pa.

A rather elaborate exhibit of Lehigh Cement was made at the Cement Show in Chicago, held February 12-21. Describing the exhibit and its value, W. A.

be to impress the name Lehigh upon the minds of those in attendance, and conceived the idea that the best way to accomplish this would be to have some form of spectacular exhibition which would be to some extent practical.

"We also felt that there should be some action, and to this end we included the model of our cement stock house alongside of which was a freight car which was constantly loaded by means of a pulley with cement.

"At the other end alongside the concrete wharf was a vessel into which cement was constantly



HOW RECENT EXHIBIT WAS STAGED

Fuchs, advertising manager of the Lehigh Portland Cement Company, writes to **PRINTERS' INK** as follows:

"The subject of exhibitions and fairs is sometimes a very perplexing one. The benefit which a manufacturer can derive from such institutions is generally very much in question.

"When we decided to exhibit at the Cement Show, we determined the greatest amount of good we could get from it would

loaded, by the same method as used at the storehouse.

"Miniature railroad trains constantly ran around the exhibit, and there was a shuttle train run to the concrete wharf giving the idea that Lehigh was shipped all over the world.

"The beauty of the exhibit largely lay in the fact that every single model, road, bridge, freight car, etc., was absolutely made according to scale. One got very much the same impression that

**WHAT A BRAKEMAN DISCOVERED**

**Armspear Spheroidal Lens Lamp**

**For The Man Ahead**

**Another Engineer's Discovery**

**THE ARMSPEAR MANUFACTURING CO.**

Types of advertisements used by The Armspear Manufacturing Company, 447 W. 53rd St., New York City, in their campaign in the RAILWAY AGE GAZETTE.

## What an Advertiser Discovered

"As for the RAILWAY AGE GAZETTE as an advertising medium, we have only the highest commendation for the results it has produced. Many of the leading railroads of the United States have taken a deep interest in our newest product—the "Armspear" Spheroidal Lens Lamps for all branches of the service where signals are required during the hours of darkness. They have followed our campaign in the RAILWAY AGE GAZETTE and have called for tests to demonstrate our repeated assertions that 90 degrees of light divergence are highly important in modern railroading. In fact, we have had inquiries from nearly every part of the globe.

"JAPAN, CHINA, INDIA, RUSSIA, ENGLAND, BELGIUM, SOUTH AMERICA, MEXICO and CANADA responded to our advertising campaign; convincing evidence that the railway world reads the advertising pages of the RAILWAY AGE GAZETTE.

"Very truly yours,  
 "ARMSPEAR MFG. COMPANY,  
 "(Signed) C. K. Freeman, Secretary."

There's food for thought in this letter for manufacturers who wish to reach the men who spend over \$500,000,000 for railway supplies.

## Simmons-Boardman Publishing Co.

New York  
 Woolworth Bldg.

Chicago  
 Transportation Bldg.

Cleveland  
 Citizens Bldg.

House-Organ Cover, designed and executed for The Atlas Portland Cement Company, by the Charles Daniel Frey Company:



A letter showing what Mr. Dudley, Publicity Manager for the Atlas Company, thinks of our work:

*The Atlas Portland Cement Company*  
30 Broad Street,  
New York.

Mr. C. D. Frey,  
Chicago.

Dear Mr. Frey:—

In your letter of the 2d you want to know what I think of that Printers' Ink insert which you sent me as a circular. I can say to you in all frankness that I believe it conveyed to me, and I believe it will convey to others, the very impression that you wanted to create,—that of a very high-class organization. In many ways I think your work for your clients and for yourself is the best that is being done.

Yours very truly,

THE ATLAS PORTLAND CEMENT COMPANY

*St. Dudley*  
Publicity Dept.

SEND FOR OUR BOOKLETS AND PRINTED MATTER. If you will let us have a statement of your requirements, we will be pleased to submit our ideas in typewritten form without obligation, or in sketch form at a nominal charge.

**CHARLES DANIEL  
FREY COMPANY**  
*Advertising Illustrations*  
MONROE BUILDING, CHICAGO

would be received standing up at the top of a hill and looking over the surrounding country.

"Our conclusion that this form of exhibition is most profitable was clearly demonstrated in the crowds that gathered round our space. Every one was talking about the Lehigh exhibit. In that way we really believe that we accomplished excellent results from the 1914 Cement Show."

### Lucas Paints with Globe-Wernicke

Every now and then there comes to light an example of dealer co-operation which excites admiration. One recent instance of this kind was the co-operation given the Globe-Wernicke Company by Lucas Brothers, Inc., of Baltimore.



If you have read the December issue of the *Woman's Home Companion*

you doubt you have read the ad. shown above, and will be glad to learn that LUCAS BROTHERS, local agents, are making the Special Christmas Exhibit of Globe-Wernicke Sectional Bookcases.

**LUCAS BROTHERS, Inc.**

221-223 East Baltimore Street, Near Calvert

The advertisement was illustrated with a full-page Globe-Wernicke advertisement reproduced from the December issue of the *Woman's Home Companion*. This firm "hooked-up" to the manufacturer's magazine copy and cashed in by calling the attention of the people to the advertisement which many had already read in the magazine.

### Baer in Manufacturing Business

Dr. S. A. Baer, recently general manager of the Charles E. Hires Co., Philadelphia, is now interested in the Baer Mfg. Co., of Philadelphia, which is making an automobile rear safety signal.

## How to Deal with Copy Thieves

Pride in advertising achievements is not confined to the national experts nor the big cities. The following recently appeared in the *Kentucky Standard*, of Bardstown, Ky.:

"Our striking sensational double page ad in red—printed in the *Standard* on January 7, must have attracted some attention, as we see three business firms used it, one in Bloomfield, one in Bardstown, one in Elizabethtown. We want to kindly thank these fellow merchants for their publicity of same, and if at any time they should want a good ad we would be more than glad to send them one. Please enclose two cents to pay for package and postage. It pays to sling printers' ink.

"The Ad Writer,  
"Nelson Dry Goods Company."

## Would Modify Plan of Exhibits

A strong movement has been put on foot by leading members of the furniture manufacturing trade to establish a one-line-a-year plan, as opposed to the present system of making exhibits at each of the semi-annual shows. The present plan, it is declared, is extremely expensive and results in designing and advertising being made much more difficult. Among those who are back of the change, which would involve offering the new line, to serve for one year, in April, while the present shows are held in January and July, are the Berkey & Gay Furniture Company, of Grand Rapids, the Jamestown Lounge Company and others.

## Cook Book Feature of Baking Powder Copy

The Jaques Manufacturing Company of Chicago, which makes K. C. Baking Powder, is advertising a new book of recipes entitled "The Cook's Book." The book was written by Mrs. Janet McKenzie Hill, editor of the *Boston Cooking School Magazine*. It is distributed by means of newspaper advertising. In each 25-cent can of K. C. Baking Powder is packed a colored certificate. One of these certificates pasted on a postal card or sent in a letter will entitle the sender to a copy of "The Cook's Book" free of charge.

## Big Pictures in Technical Copy

The Raymond Concrete Pile Company of New York and Chicago is using a series of page advertisements in a technical journal to explain the making of a concrete pile.

The copy which is addressed to engineers, contractors, etc., contains unusually large photographs of the different stages in pile making. One ad which recently appeared contained a photographic view straight down into a pile hole, the picture being nine by nine and one-half inches. This ad was headed "Step 5 in the Making of a Raymond Concrete Pile."

# 1847 ROGERS BROS.

"Silver Plate that Wears"

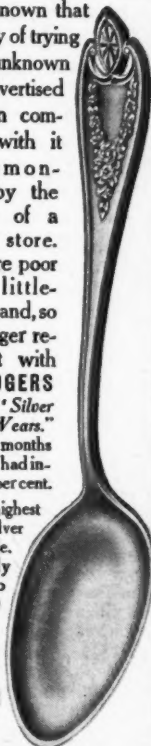


## ADVERTISING has made this silverware

so well known that the fallacy of trying to sell an unknown and unadvertised brand in competition with it was demonstrated by the manager of a western store. Sales were poor of the little-known brand, so the manager replaced it with 1847 ROGERS

BROS. "Silver Plate that Wears." In a few months the business had increased 30 per cent.

This is the highest grade of silver plate made. Consistently advertised so for over 50 years by the largest makers of sterling silver and plate.



INTERNATIONAL SILVER CO.  
MERIDEN, CONN.

Successor to Meriden Britannia Co.

## Remedy for One Form of Price-Cutting

**I**N view of the widespread discussion in regard to price-cutting, the following from the *Twin City Commercial Bulletin*, March 7, is of interest:

"The *Bulletin* is in receipt of a letter from one of its subscribers that contains an idea that would seem to be worth while investigating by some of the manufacturers. This letter reads in part as follows:

An enormous amount of profit has been and is being thrown away by retail merchants in giving standard ten-cent items, three for a quarter. For example, smoking tobacco, soda, starch, etc. One of the snuff manufacturers solved the problem some years ago.

They put up a 25-cent package, so instead of giving six 5-cent boxes we hand out a 25-cent package. See the convenience and often a larger sale than would otherwise be the case. A leading tobacco company is now putting out a 25-cent tin of fine cut for the same reason and with the same result.

It would seem as if many manufacturers could put out a 25-cent package, containing, perhaps a little more of the product (made up by the saving in packages), which would result in an increase in sales and would preserve to the retailer the small volume of profit he gets on the ten-cent package, but loses when he sells three for a quarter.

"This looks like a mighty good suggestion, and it is hereby called to the attention of the many manufacturers of standard ten-cent articles.

"It is all very well to say that the retailer should not sell these goods at less than ten cents, but competition from his home-town competitors and from out-of-town retailers often forces him to do it in self-defense.

"With a 25-cent package, the temptation to cut the price would be largely removed and the ten-cent package would be kept for those people who want to buy in smaller quantities, while those who want to purchase twenty-five cents' worth at a time would be able to do so without taking from the retailer practically all the net profit and more on the ten-cent item.

"This sort of thing is particularly applicable in the rural communities where farmers often

come to town only once a week and, therefore, buy in larger quantities than do city dwellers, who are handy to the stores or can use the telephone."

## New Trade Character in Technical Field

"Phillie Gear" is the name of a character introduced by the Philadelphia Gear Works in their series of weekly half-page talks in a technical publication. The advertisements are illustrated by photographs of the supposed "Phillie Gear," shown in various attitudes of salesmanship. The copy, which is short, is written in the first person.

A signature cut of "Phillie Gear" appears over the company's name and address and the plan is helped by the ability of the model to pose in striking positions. A sample of the copy follows:

"Who said Philadelphia is a slow town?"

"Who started that, anyway?"

"There's one thing certain; the fellow who started that rumor never sent me an order for good gears.

"If he had, I'm willing to wager he'd have spread the report that Philadelphia was a double-quick city. We'd have shot back a shipment so quickly that the libel would never have been born.

"If you think that Philadelphia is a slow burg, just test it out by sending a trial order to Phillie Gear."

## Accurate Cooking Data Gathered in Kansas City

In an effort to solve the "Fuel" and the "High Cost of Living" problems, a dozen or so manufacturers and dealers in electric cooking appliances in Kansas City recently held an exhibit in co-operation with the Municipal Light Department during which experiments were made to determine the cost of cooking by electricity.

Stoves and appliances were furnished by the manufacturers and their products were placed on exhibition at the time the experiments were made. Records of the amount of electricity used in preparing meals by families of from two to six persons were made. After the experiments were finished all the data gathered was given free to the visitors.

## New Weekly Publication Appears

*The National Field*, a weekly publication, has been established at Atlanta, Ga., as the official organ of the National Farmers' Union. Charles S. Barrett, national president of the Farmers' Union, is editor-in-chief and Irvin A. Burdette is business manager. J. P. Limeburner has been named as representative in the Chicago territory, and Frank W. Maas representative in New York territory.





**A**DVERTISING done with the object of standardizing brand and making permanent and steady sales has been successful even with poor mediums—even with poor copy—but has never been successful without REITERATION AND CONTINUITY.

In the large cities of this country, Street Car cards are seen every day by a **LARGER NUMBER OF PEOPLE** than any other one form of advertising. They are seen **MORE FREQUENTLY** during the week or the month, or the year, by these people than any other one form of advertising.

In Street Car cards an advertiser buys volume OF CIRCULATION, REITERATION AND CONTINUITY in a greater degree than is possible elsewhere for the same money.

## Street Railways Advertising Co.

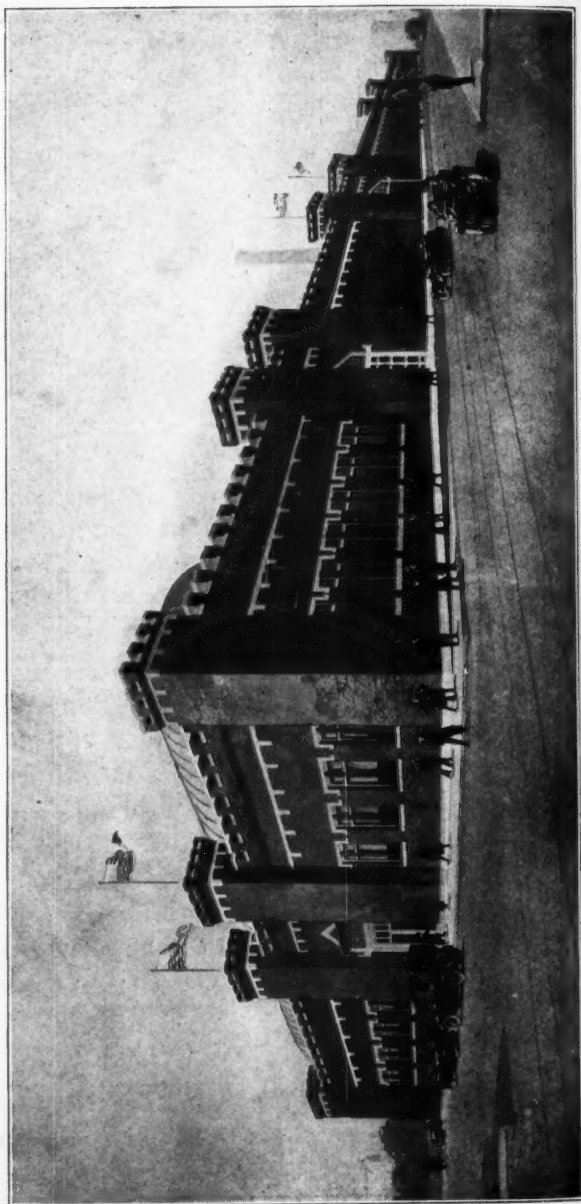
CENTRAL OFFICE  
First National Bank Bldg.  
Chicago

HOME OFFICE  
"Flatiron" Building  
New York

WESTERN OFFICE  
Crocker Building  
San Francisco



# Home of the Thos. Cusack Company



THE LARGEST ADVERTISING PLANT IN THE WORLD  
HARRISON AND LOOMIS STREETS, CHICAGO

Cleaning House

## Clearing House OF THE Outdoor Advertising Association

At our fifth annual convention held in New Orleans—January 19th-24th—we effected an arrangement with advertising agencies which makes it highly satisfactory and profitable to them to embody the employment of our medium in planning campaigns for their clients.

If not familiar with this arrangement it would be well to be advised regarding it.

Our medium, forming the *Outdoor Connective Link*, is becoming more and more a vitally component part of every well-planned campaign.

CHICAGO

**Thos. Cusack Company**

NEW YORK

## Strong Ways to Feature the Testimonial

How Two Technical Advertisers Are Using Letters of Endorsement in Their Copy—Reproduction of One Letter Printed Over a Photographed Interior of Plant

By R. Bigelow Lockwood

**T**HE testimonial in copy easily becomes a passive sort of thing unless care is taken to give it a setting. A strong testimonial letter, rightly used, is a splendid thing; yet in many cases testimonial letters are merely "stuck in to fill space." Letters used in this manner are clinkers which choke the fire of action and deaden the live coals.

It is possible to invest the testimonial letter with such marks of distinction as to make the letter thus treated stand out from the rest. How this has been done in two cases, and how the letters themselves have been remarkably strengthened by such treatment, is shown by the accompanying examples.

An ad reproduced herewith illustrates how the Pennsylvania Flexible Metallic Tubing Company built a front-page advertisement on a single testimonial letter, backing the letter, however, with an idea which added greatly to its strength.

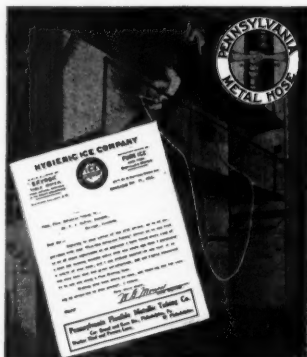
The plan behind this advertisement was to make the letter something more than mere words. This was done by linking it up to the plant responsible for the sentiments and picturing the application, referred to in the letter, in actual operation in that plant. In other words, the mental picture given to the reader of the letter was made a vivid reality and thrown on the screen, as it were, showing that the Hygienic Ice Company was a real concern and actually existed elsewhere than on paper.

The main part of the letter is quoted in order that the strength of the illustration which forms the background of the advertise-

ment may be clearly appreciated. It runs as follows:

"Replying to your letter of the 18th ultimo, as to my experience with your 'Flexible Metallic Tubing,' permit me to say that in my 18 years' experience as an engineer I have tried every kind of a hose for blowing boilers until over six years ago, when I purchased a length of your hose, and I can without hesitation say that it is the only hose that has given satisfaction, and can highly recommend it to anyone using a flue-blowing hose."

This, in itself, is a strong letter, but solidity to the statements made is given by a photograph of the boiler-room of the Hygienic Ice Company, showing the engineer in the very act of doing the thing he writes about, namely,



LETTER ENDORSING PRODUCTS AND PHOTO SHOWING ITS USE ON ONE PLANT

using Pennsylvania Metal Hose to blow out his flues. The idea is one which takes the reader down into the boiler-room of the plant sending the letter and gives the statements made under the letterhead a forcible backing.

Illustration No. 2 is another form of the same plan of lifting the testimonial letter out of the rut and making it do extra duty.

In this case the question is asked, "Why are Metallic Grates used in this plant?"—and the chief engineer, whose name ap-

pears at the bottom of the letter, is made to give the answer.

Here again the letter is quoted: "I take pleasure in reporting that we have used the Martin Anti-Friction Rocking Grates under our four boilers for the past *nine years*, and have within the past three months re-installed these same grates under four new boilers which we have put in.

"During all of that time, we have burned Illinois duff and other low grades of Illinois coal, together with the refuse from our stables, and, after the nine years' use, the grates are apparently in as good condition as

Then, in the second place, the plant of the Atlas Brewing Company is shown, linked to the question asked and allowing the reader to see the *reality* of the concern responsible for the testimonial.

If the testimonial letter has fallen into a rut it is because of the lack of originality on the part of those who use it in working out new applications and new ways of bringing out its strong points and making them *real* to the reader. The value of the two examples shown lies in the fact that in each case the letter is given a flesh-and-blood personality and the concern responsible for the letter is impressed on the reader's mind as something tangible instead of something indefinite.

*Why are Martin Grates used in this Plant?*

Mr. Jacob Wiffenbaugh, Chief Engineer, Answers

There must be nothing to the efficacy and energy saving of which these grate operators tell. There are reasons. They lie in the Martin Principle—combustion method of carrying the fuel—amount of air space—and the design. We do not ask you to accept the Martin Principle without further proof. It's worth your while to get this proof.

**MARTIN GRATE COMPANY**  
241 South Dearborn Street CHICAGO, ILLINOIS



INTERESTING DISPLAY WHICH FEATURES THE QUESTION AND ITS ANSWER BY A TESTIMONIAL LETTER

when first put in, and the cost of repairs during that time has been almost nothing."

In using this letter a number of things have been done.

In the first place, Jacob Wiffenbaugh, chief engineer, has been snatched bodily out of the letter and placed in the headline of the advertisement, where he is made to answer the question enclosed in the oval. Thus the letter, instead of merely standing on the statements, is used as the answer to a pertinent question.

## Ford Can Fix Prices in England

The Ford Motor Company successfully established its claim to fix minimum prices at which Ford cars can be sold in this country in an action heard in the High Court to-day, says a London dispatch to the New York Times, dated March 16.

The company sued J. O. Armstrong, a Piccadilly motor agent, for \$6,250 penalties for breach of agreement. The Ford company said Mr. Armstrong was appointed agent for the Ford cars for London for a given period, and the minimum sale price was to be \$750 per car. The company found that Fords were sold at lower prices to the British motor owners' combination, and penalties were claimed for this breach of contract.

The Ford car sales system in England was outlined by counsel, who explained that the country was divided into 1,000 districts for purposes of distribution, each agent receiving exclusive privileges for dealing in Ford cars in his particular territory. If, it was added, cars were sold at less than the list prices, the company would be seriously damaged.

Counsel alleged that Mr. Armstrong was induced by his big competitors to commit a breach of agreement.

The court held that the Ford company was entitled to collect penalties if its minimum prices had been undersold, and judgment was given accordingly.

## Salt Lake Ad Men Consolidate

A. E. Hubbard, who has been conducting the Hubbard Publicity Company in Salt Lake City for several years, has joined forces with H. A. Skankey, of the Skankey Advertising Service. The new firm, which will do a general agency business, will be called the Hubbard-Skankey Publicity Company.

## Salesmen Plus Sales Letters

How the Written Sales Talk from Headquarters Can Be Made to Give Men in the Field Just the Proper Backing—Specific Instances Showing the Power of Letters

By H. McJohnston

"I did seem mighty good to have you join our big 'family' of customers a short time ago, and if there is any way at all in which we can help you, we want to know it."

Thus begins a letter from the sales manager in an Eastern wholesale house to the new customer. The rest of the letter, which mainly concerns a retailers' service department in this business, breathes the same helpful, man-to-man spirit.

This service department is an unusually important cog in the sales machinery of this concern. It co-operates closely with the salesmen through their reports. These reports always indicate it in case the retailer seems weak in any particular phase of the art of retail merchandising—not that the service department might directly suggest to the retailer that it considers him weak in newspaper or show-window advertising, for example, but that they might write him a letter which will cause him to see his weakness without being told directly.

If the merchant happens to be weak on show windows, he might get a letter starting out like this:

"A good tip ought to be passed along. Therefore, I want to tell you how Jones, who has a store like yours at Smithville, in your State, worked up a big business in stock patterns of high-grade dinner china."

"You know, few people can afford to buy a complete set of good dinnerware all at one time; yet there's not a woman in town but wants to own a fine set, and Jones makes it possible for them to buy one piece at a time and yet take advantage of his free offer to re-

place broken pieces as needed to the extent of five dollars' worth.

"One day each week Jones uses both his windows for a big display of these stock patterns. Each piece bears a separate price ticket. The entire set of 100 pieces amounts to \$55.40. A large placard announces that five dollars' worth would be given free when entire sets were purchased—and that the sets could be purchased piece by piece, or as many pieces as desired at one time. He gave a small red purchase ticket with each sale, with the amount of the sale stamped on it. As soon as the customer had these checks amounting to \$55.40, they were all redeemed by giving her free an additional selection of the dinnerware amounting altogether to five dollars.

"Jones is having big success with this plan. Of course, occasionally, when a customer wants to pay cash for an entire set, he lets them go at \$50.40. But that is the only advantage to purchasers of an entire set at one time over the women who purchase their sets piece by piece. One gets five dollars; the other five dollars' worth of dishes free."

This letter is a full two-pager. It also explains just why the plan is good and tells definitely the number of sets Jones sold in a certain length of time, not neglecting to mention his profits; for, of course, Jones sold the ware handled by this wholesaler, who knew what it had cost him.

Thus the letter both coaches the merchant in the art of using his windows effectively and tends to stimulate at once both the wholesale and retail sale of a certain make of dinnerware—all of which seems to be double-edged salesmanship of a high order. Furthermore, the letter is designed so that it may be sent to those who are not lax in the matter of window advertising as well as those who are.

As a matter of fact, this company believes in hooking up service and the sale of goods it carries as often as possible. It finds that this policy, especially when com-

(Continued on page 63)

# Country Stores in the Northwest Now Employ Footmen!

Extract from a story told by Mr. Fred. B. Lynch, national committeeman for Minnesota.

## FRED LYNCH'S STORY

**He Tells Washington of Prosperous and Autocratic Minnesota Farmers**  
(Washington Post)

Fred. B. Lynch, Democratic national committeeman for Minnesota, has a prosperity story which he is telling to his friends in Washington. Mr. Lynch has just come from Florida where, he says, everybody is happy and prosperous. But this particular tale concerns a small town in Minnesota—Luverne, a place of 3,000, which is in the center of an agricultural community.

"There is a department store, or what used to be called a general store, in Luverne owned by a friend of mine," said Mr. Lynch, at the New Willard. "I asked him a short time ago to tell me the truth about business and he replied that he was doing more business than at any time in his career. There was plenty of money, he said, and he had been obliged to do something in the last year he had never done before—put on additional help to take care of the increasing trade.

"Why," he said, "I have to employ a footman to wait on the farmers as they arrive in their automobiles. Nearly every farmer in the country has a machine, and they have been so prosperous in the last year that when they come to town they demand that I have a man in front of the store to open the doors of their cars."

"I doubted my friend's story until he assured me that it was a fact. If any one thinks that the country is not prospering he wants to take a trip through Minnesota."—*St. Paul Dispatch, February 14, 1914.*

This may appear to be only a good story, but it's nearer the truth than you might suppose at first glance.

Farmers in Minnesota own nearly two-thirds of the automobiles in the state. If you are interested in the best sellers, distribution by towns and any other details, send for the evidence in book form, "Automobile Census of Minnesota." It will be sent postpaid.

THE  FARMER

A Journal of Agriculture  
ST. PAUL, MINN.

MEMBER STANDARD FARM PAPER ASSOCIATION

# Every Space "Preferred Posters" Use

## POSTER ADVERTISING AS

### OFFICIAL REPRESENTATIVES

Associated Billposters Protective Co.....	147 4th Ave., New York City
A. M. Briggs Co.....	Peoples Gas Building, Chicago, Ill.
Ivan B. Nordhem Co.....	Bessemer Bldg., Pittsburgh, Pa.
The A. de Montuszin Advertising Co.....	Cincinnati, O.



# Position”

**M**ODERN posting methods individualize each poster. Among a group of posters on a location each stands out by itself and gets its full quota of attention. Paneled boards, white blanking between the posters—those are things which help to make each one of your announcements 100% effective.

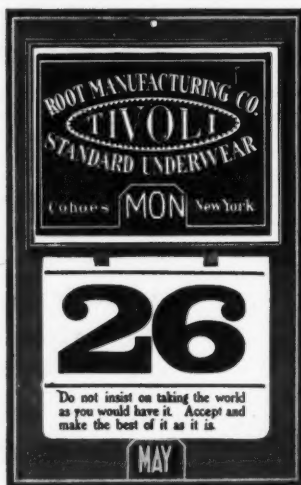
*Write to any official solicitor for complete information on the subject of poster advertising.*

**NG ASSOCIATION, 1620 STEGER BLDG. CHICAGO, ILL.**

## AL REPRESENTATIVES:

York City	Poster Selling Co.	1015 Fullerton Bldg., St. Louis, Mo.
icago, Ill.	Geo. Enos Throop, Inc.	12th Floor Tribune Bldg., Chicago, Ill.
burgh, Pa.	Wall's National Poster Service, Inc.	
innati, O.	101 Tremont St., Boston, Mass., & 5th Ave. Bldg., New York City	

# THE NATIONAL CALENDAR



Patented  
Nov. 30, 1909  
Made in Five  
Sizes

Sizes: 14 x 23  
12 x 19 9 x 14  
7 1/4 x 12 5 x 8

Manufactured only by

**MATT PARROTT & SONS COMPANY**

WATERLOO, IOWA, U.S.A.

A. J. McDADE, General Sales Agent

New York Office, 719 New York World Building

## SOME DISTINCTIVE "NATIONAL" ADVANTAGES OVER OTHER TYPES OF DAILY DATE CALENDARS

1. It is perpetual—good till it wears out—and with fair treatment will last for years.
2. Because of its peculiar mechanical construction, it is not possible to operate the dates when separated from the backs and the name plates bearing the advertisement.
3. Being perpetual, it may be sent out any day in the year without wasting a single date on the Calendar.
4. In the three to five years of good service these Calendars give without renewal, the average price is reduced greatly. This gives a most forceful advertisement at a very low cost—say one or two cents a month.
5. It is one form of advertising in which there is absolutely no waste circulation. It is sent only where the advertiser wishes it to be, if it be welcomed there, and thus he controls his own advertising circulation.
6. They are eagerly sought for in places where they may come to the notice of from 100 to 1000 persons each day. On the lower basis each Calendar has a gross circulation of 31,000 people in the 310 working days of the first year; on the larger basis they may come before 310,000 each year. This circulation is multiplied by the number of Calendars distributed.
7. It can be made to show thirty-one separate and distinctly different advertisements in a single month, at no extra cost to the advertiser.
8. It is above the class of something just as good at the same price. It is distinctly and unqualifiedly something better for less money.

The National is manufactured under bona fide letters patent, and is not and will not be peddled by agents selling a general line of advertising novelties.

Write for special literature and prices to-day.

bined with that of indirectly coaching the merchant out of his weaknesses, as its salesman sees them, works admirably.

"You see," said the manager of this service department, "the new goods we introduce that way are really introduced to *consumers*—our one worth-while introduction of the lines we control. The dealer not only is anxious to sell them to consumers before they are shipped to him, but also he has a definite plan for starting retail sales.

#### HELP GIVEN TO DEALERS

"In the case of newspaper advertising, for another instance, we usually send to the deficient merchants reprints of actual retail advertising that has been done by brother merchants—not written by an advertising man in the wholesale business. We tell them about the results of the copy, and explain why any special features were resultful; also an explanation of how the merchant got up the advertisement, got the right balance, illustrations, type, descriptions, and so on, is sometimes included, teaching the merchant the rudiments of advertisement preparation without any of the you-should-do-this-and-that element; in short, without letting the merchant suspect that he is being taught. That, I believe is the secret of the success of our system."

Another remarkable result of the relatively long and personal letters written by this service department is the fact that they also stimulate sales to and by the man who already knows the how of retail advertising. As a rule, too, the merchant never suspects that a letter of this kind is anything but another whole-hearted attempt to pass along a good money-making tip—which it is, even if it is also and primarily a sales letter to the merchant.

The manager of this department also has under his control the entire series of sales form-letters used in this house. But these form-letters are used only as a basis for dictation by sales correspondents; seldom are they mailed without changes to make them fit

particular cases, which cases, as before mentioned, are brought to their attention mainly by the traveling salesmen.

A dozen correspondents are required for this work, but comparative results justify the expense rather than the use of form-letters without adaptation. Also, all these men are constantly thinking up new sales ideas, both wholesale and retail, especially combination retail and wholesale ideas.

The travelers for this house are thoroughly posted with respect to the many ways in which this department can back up their efforts in direct salesmanship. During each visit they are keenly on the watch for "letter leads"; that is, of course, leads that make a good excuse for a *personal* selling letter from the service department.

#### CURING DEALER DELINQUENCY

First, they try to discover the merchant's weakness. If his store is dirty, poorly arranged, and ill-kept in general, this is a lead for the "clean-up; cheer-up" series of letters, which cleverly show the delinquent merchant, without offending him, the great merchandising value of cleanliness and cheerfulness.

It took the spare-time effort of all the "service salesmen" for more than a year to make this series right. Therefore, this company does not want them published. But suffice it to say, in view of their general policy, that "clean up," for one thing, means a liberal mixing in of new goods in order to brighten up and make more attractive the entire line, in order to get the old things a better chance to move—which good merchandising suggestion is not entirely selfish.

But whether or not there is any obvious deficiency in the merchant's store or the way it seems to be run, the salesmen usually can suggest certain new goods in which the merchant ought to get interested. Such reports are followed with a letter something like this:

"Our Mr. Brown reports an extra pleasant visit in your store, and he asked me personally to

tell you something about our line of Master Brand Overalls."

Then follows a real sales-letter, which is strengthened with exact knowledge of the lines this man already carries, the approximate amount he sells—and the letter always concludes, if possible, with one or more definite retail sales plans affecting the one article which forms the subject-matter of the letter.

In this case, the enclosure was a reprint of a "personality advertisement," showing the picture of a railroad engineer who endorsed the Master Brand Overalls and stated that the pair he was then wearing had served him five months and seemed good for five more. One paragraph explained the result of this advertisement, and offered the cut of it free with the first order of the overalls—"even if your first order is for only a sample supply, for we know the samples will lead to the full supply, and that therefore you will want to run the advertisement," said the letter.

#### LETTER TO BOOST A CERTAIN LINE

Again, the salesman finds a certain line is not selling as it should. Such a report would likely be followed with a letter like this:

"Mr. Brown, who called on you the other day, asks me to tell you about the experience of other merchants with our line of Sterling Stockings."

Then follows in detail what other merchants have done with that line, and how, including as many good retail selling plans as possible, each suggestion based on accurate knowledge of why the line had not sold in this store, as supplied by the salesman.

And the salesmen for this concern need no other spur to make them remember their "leads" to this well-organized service department than the knowledge, based on experience with most of them, that their showing would not be one-half as good at the end of the year without the backing this department gives them for the asking.

"Service department' here," explained the manager, "means serv-

ice primarily to our traveling men; and, secondarily, service to the retailer. But, usually, service to the retailer, as we give it, constitutes the very best sort of service to our salesmen, who are credited with all sales, mail and personal, received during the year from their respective territories.

"I believe we are on the right track," he concluded. "At least, our work seems to satisfy the company, the salesmen, and the retailer."

#### SALESMEN'S AID IN LETTER-MAKING

But whether or not an elaborate selling-service bureau is maintained, it is, of course, the experience of a great many manufacturers and wholesalers that salesmen plus sales letters is a combination which often doubles results in both mail and personal sales. The salesmen can supply just the information needed to make sales letters effective, while advance letters often supply the wedge necessary to make the salesman's visit resultful, both increasing his sales and saving his time.

In the first place, letters may economically locate the live prospects, or, equally important, the "dead" ones. Thus they not only save time for the salesman, but also greatly improve the quality of his work; for most salesmen agree that a series of victories, without a lot of defeats and lost time interspersed, encourages him on to bigger achievements. In other words, when he spends his time only on those who are interested he sells a much greater percentage of the "live prospects" than otherwise.

Of course, it is often the salesman's real job to resurrect so-called "dead prospects," and to sell them at any cost. But that is more often ideal than profitable. When the increased cost of sales is considered, the verdict, as a rule, is in favor of the advance letter campaign designed to supply traveling salesmen with "leads," letting them use only the time they have between trains to call on those who do not respond to the preceding letters.

# "Dictated But Not Read"

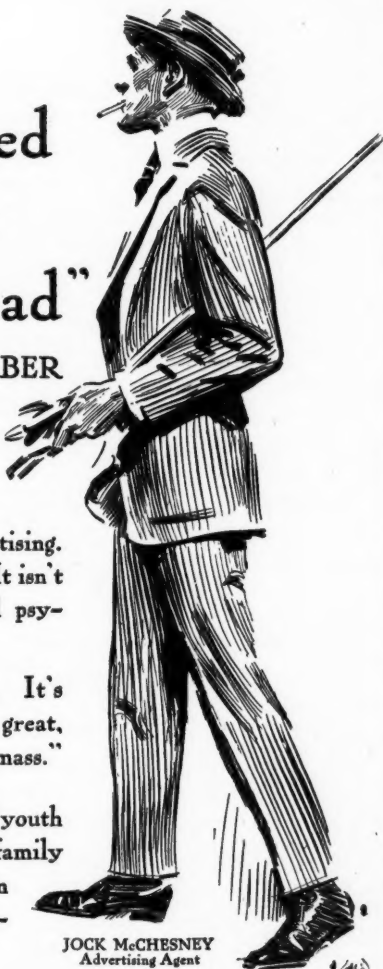
By EDNA FERBER

*Emma McChesney*  
*speaks:*

"It isn't classic advertising.  
It isn't scientific. It isn't  
even what they call psy-  
chological.

"But it's human. It's  
going to reach the great,  
big, solid, spot-cash mass."

All the wisdom and youth  
of the McChesney family  
doesn't center in  
Jock, even in adver-  
tising.



JOCK MCCHESNEY  
Advertising Agent

In the April Number of  
**The American Magazine**

*Lee W. Maxwell, Advertising Manager*

There are numerous plans for discovering the live prospect or of finding out the poor ones before the salesman's visit. Most concerns are liberal in what they term a "live prospect." They make it very easy for a prospective customer to put himself into the "live" class. One concern offered free for the asking a really valuable book on profits, a request for which was considered sufficient to warrant a series of sales letters which paved the way for the salesman's visit, whether or not a reply was received to any of the letters.

#### HOW SALES RECORDS DIFFERED FROM ACTUAL SALES

However, in one section of the country, as an experiment, the salesmen called on only those prospects who had replied to one of the sales letters which followed the request for the free book. Immediately their sales records jumped 50 per cent, and in a month had climbed to a hundred per cent more than formerly. But the number of sales in proportion to the total number of original prospects—those who had requested the book—in that territory fell off 50 per cent. Consequently it was deemed advisable for salesmen to go slowly and get a greater percentage of sales per average prospect.

On the other hand, an Eastern diamond merchant sent his two salesmen only on special request authoritatively signed by a responsible member of a firm.

Between these extremes are an infinite variety of prospect shades. It is an important problem for each individual concern, this problem of determining what constitutes the most profitable prospects—the assay of the *best-paying "dirt"* in proportion to expense and possibilities; not simply "pay dirt."

That service, of course, is most important to salesmen. Usually it is up to the advertising or sales correspondence department to solve it, although results of experimentation on the part of salesmen on the various degrees of "liveness" in prospects is the

final test. It is essentially a question for careful scientific experimentation in each business. Repeat-order possibility, profit, financial circumstances of the firm, and so on, are a few of the important variable factors to be considered.

One thing is sure, however: the manufacturer or wholesaler who has gone at the advance-letter game carefully and scientifically is, as a rule, the man whose salesmen work at a minimum cost in proportion to sales. Equally true it is that sales correspondents who work mainly on tips from the salesmen usually show a gratifying minimum cost per dollar they sell.

Salesmen plus sales letters, or sales letters plus salesmen, whichever way you look at it, is a winning combination.

#### Hotchkin on Advertising Honesty

Be honest in your advertising. People are not fools.

Thousands of stores print stuff in the papers that they would not dare to put into words, in the presence of their customers.

How silly that is.

Do you think that people can be fooled in print, by words that would make them laugh at you, if spoken to your face?

No, sir; they *laugh at you*, or *cuss you*, when they read the paper.

And what you print, in your *costly newspaper space* has little influence with them. Because they *don't believe you!*

Thousands of stores, all over this continent, are *wasting valuable newspaper space*, seven days a week, by filling it with stuff that *nobody believes*.

You might just as well take a full page of space, and print right in the middle of it, in the biggest type in the office—

**We Are Liars**

Come in and get cheated.

Smith-Jones Dry Goods Co.

And perhaps the very honesty of the statement would pack your store. "Playing people for suckers" is very poor business; and

dishonest advertising is the *most expensive* policy that foolish storekeeping permits.

The *most valuable asset* that any store can possess is the *confidence* of the public; and confidence can *never* be gotten by subterfuge.

Advertising that is *absolutely honest*, seven days a week, all year round, has a *marvelous power*. It always has the public respect.

Then, when you have an extraordinary story to tell, *people believe it*, and you reap the reward.

Forget the matter of morals, or religion; and consider it merely from a strictly business (money-making) point of view, there never has been a sounder business maxim stated than this: "Honesty Is the Best Policy."

The dishonest stores come and go—usually into bankruptcy; but the *honest* stores thrive and grow great, in spite of all aggravatingly tricky competition.—*W. R. Hotchkiss*.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, etc., of **PRINTERS' INK**, published weekly at New York, N. Y., required by the Act of August 24, 1912.

Editor, John Irving Romer, 12 West 31st St., New York; Managing Editor, Lynn G. Wright, 12 West 31st St., New York; Business Manager, J. M. Hopkins, 12 West 31st St., New York; Publisher, Printers' Ink Publishing Company, 12 West 31st St., New York.

Owners (If a corporation, give names and addresses of stockholders holding 1 per cent or more of total amount of stock): Printers' Ink Publishing Company, 12 West 31st St., New York. Stockholders, John Irving Romer, 12 West 31st St., New York; Richard W. Lawrence, 12 West 31st St., New York.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities: Mrs. Geo. P. Rowell, 10 Spruce St., New York.

JOHN IRVING ROMER,  
Editor.

Sworn to and subscribed before me this 12th day of March, 1914.

CHARLES C. LINK,  
Notary Public.

Notary Public, Kings County, No. 87. Certificate filed in N. Y. County, No. 5. Kings County Register's No. 6225. New York County Register's No. 5064. Commission expires March 30, 1915.

## Poster Advertising in Chicago Means Big Business

¶ The people of Chicago receive higher salaries than are paid anywhere else in the world.

¶ The wealth of Chicago is enormous.

¶ The spending power of its population per head is greater than that of any other city in the country.

LET US HELP YOU TO BUILD  
UP YOUR SALES

**THE AMERICAN POSTING SERVICE**

B. W. ROBBINS, President

757 West Jackson Boulevard Chicago, Illinois



# Manufacturers Controvert Statements of Department Stores

They Assert that Much of the Testimony Was Inaccurate

*Special Washington Correspondence*

**MANUFACTURERS** have been quick to controvert some of the statements made by prominent representatives of New York and Brooklyn department stores who recently appeared as witnesses before the House of Representatives Committee on the Judiciary, as reported in the last issue of **PRINTERS' INK**.

William H. Ingersoll, of Robert H. Ingersoll & Bro., writing under date of March 9, says: "I notice that one of those who appeared made the statement that the Ingersoll Dollar Watch is sold by the Waterbury Clock Company to us for 26 cents each. This statement is so grossly erroneous and so misrepresents the real worth of the watch that its repetition might do us great injury. I beg to request of you, therefore, that you let it be known to the members of your committee that the cost of these watches is substantially double the figure quoted to your committee. Anyone who has any knowledge of manufacturing costs ought to know that 26 cents is absurdly impossible. The case alone costs a big fraction of this amount, to say nothing of supplying the 125 parts of the watch, putting them together, regulating, timing and guaranteeing satisfactory performance during a year."

Abraham Erlanger, president of the B. V. D. Company, writing under the same date says: "I am told that E. W. Bloomingdale testified that Robert Reis & Co. are the sole owners of the B. V. D. product. Being in position to know differently, in behalf of this company, I ask of you to see that this correction is made. The facts are that neither Robert Reis & Co. nor any member of said corporation, now, or in the past, has ever directly or indirectly owned any stock of the B. V. D. Company. The firm of Robert

Reis & Co. are wholesale customers of the B. V. D. Company. This company has plenty of such customers."

At the same time President Erlanger sent to Washington a statement which he desires to have supplement his oral testimony (already reported in **PRINTERS' INK**) in the permanent record. This supplementary testimony is devoted to extracts from letters from retailers recently received by the B. V. D. Company. President Erlanger says: "I quote literally a letter from New Bedford, Mass.: 'We do hope that you find some way to restrict merchants of cutting prices on your B. V. D. garments, and though we were one of them, it was not before half a dozen others started to cut price and we had to follow suit.' A party writes from Detroit, Mich.: 'Surely such action as this will do your goods and myself no good. I have sold about \$200 worth of B. V. D. this season and feel that the action of selling B. V. D. at 79 cents is unjust to me.' The following received from Camden, N. J.: 'Said party is selling and extensively advertising B. V. D. at 35 cents per garment. Surely you should find some way to get at this fellow, for he did the same thing last year. Please give this some attention this year or you will find imitation B. V. D. on my shelves next year.' The following is a communication from Hartford, Conn.: 'We are strong believers, as you are, in maintaining prices, but we are not believers in sitting still and seeing our competitors undersell us. We still believe that you having established a price, it is up to you to see that it is maintained. At any time the price is restored to the old basis, we will only be too glad to fall into line.' The following comes from Trenton, N. J.: 'One firm is selling them at

## *An Announcement*

All of our papers in the future will be sold exclusively through the *Birmingham & Seaman Co.*, in the following cities:

New York City  
Chicago  
St. Louis  
Milwaukee  
Detroit

We manufacture the following well known grades of paper:

ENGLISH FINISH OPACITY CATALOG  
SUPER OPAQUE CATALOG  
FEATHERWEIGHT ENAMEL  
MAYFLOWER ENAMEL  
VELVET WHITE ENAMEL  
RADIUM ENAMEL

### **BRYANT PAPER COMPANY**

F. H. MILHAM, President

Mills and General Offices:

KALAMAZOO - MICHIGAN

Capacity 250 tons per day

# Our Business is to Talk Business

## *A Connecting Link Between the Consumer and the Producer*

There are firms who ought to be selling goods to farmers but don't know how.

Some are now advertising through farm papers without getting the results they ought to be getting.

For a number of these, at least, we know that our organization can produce greater profits.

Advertising, like farming, may be ordinary or intensive. It is a matter of getting the most out of a certain space—of soil, or of white paper—with a given expenditure. It is intensive application that pays.

But intensive advertising, like intensive farming, must be the work of specialists.

And just as farming has its specialists in various crops, so advertising

has its specialists in various lines. The advertising agency that concentrates on a certain class of business is usually better able to do intelligent, paying work.

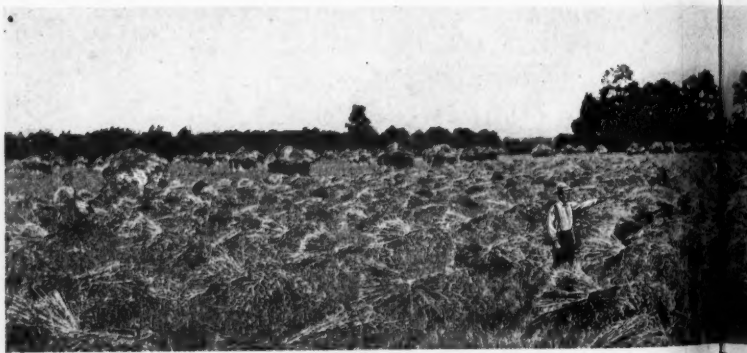
We concentrate on advertising all things sold to farmers, whether direct or through dealers and agents—implements, dairy apparatus, silos, building materials, nursery stock, seeds and plants, fertilizers, incubators, power and spraying machinery, veterinary remedies, etc.

And we have some carefully considered ideas that ought to interest manufacturers who are not now advertising in farm papers, about selling to the farmer some of the ordinary necessities of life and some of the comforts which in his present pros-

**On this basis, and without obligation, it may be worth  
We have no elaborate booklet to send, but shall be glad**

# THE CHARLES ADVERTISING AGENCY

**H. H. CHARLES, President**



Advertising, like farming, may be ordinary or intensive. The latter, intensive farming, is the work of specialists. If you wish to reach the farmer

# Business to Business Farmers

## Link Between the Manufacturer and the Readers of Farm Papers

us lines.  
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business  
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s—imple-  
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perity he could buy just as freely as the city dweller.

Advertising to the farmer is our life work. We know, by years of hard study and hard knocks, the farm paper reader—his needs, his language, his personality. For years we have been writing advertising addressed to him—and our first clients are still with us.

Perhaps this is because we do much more than appears on the surface of the finished advertisement.

Picking the right mediums, and when to use them, for instance. There are more than 400 farm papers. Selecting the list to be used and knowing just when the buying seasons come, is, in this field, many times more difficult than in any other, demanding a

specialized knowledge of the entire list of papers—national, state and sectional. That knowledge, which we have, alone may make the difference between *investing* your money, and merely *spending* it.

Several of our clients we have reared up from the smallest beginnings.

Ask any leading agricultural publisher about our work.

Our policy is to represent not more than one firm in any one line without the consent of both parties, because we make ourselves so closely identified with the interests of each client. We never advise expensive experimenting. Unless we feel confident of results, we will not encourage any expenditure.

may be with your while to ask us for further information.  
shall be glad to give your inquiry careful, personal attention.

## ADVERTISING SERVICE

25 East 26th Street, New York City



intensive. The better is the kind that PAYS—but intensive advertising, like  
u wish to reach the farm folk, we are prepared to help you.—H. H. CHARLES.

37 cents and two firms at 39 cents. We are naturally somewhat provoked at your inability to maintain prices.' From Birmingham, Ala.: 'We have never cut B. V. D. before our neighbors cut them, but have always cut the price after our neighbors have done so to protect ourselves. Nothing would suit us better than to make our legitimate profit at all times and if you can show us that our neighbors and other merchants in this city have agreed with you not to cut the price at any time of the year why, we will be more than glad to give you a written contract never to cut your garments.'

#### LETTERS RECEIVED DURING HEARINGS

The chairman of the committee has made public a number of letters and telegrams which have accumulated during the progress of the hearings. George Allen Dewey, of No. 1 Madison avenue, New York, wrote under date of January 10, on behalf of the Mutual Auto Accessories Company, a protest against the business methods of the Weed Chain Tire Grip Company. He says: "This company (the Weed) has been one of the most flagrant violators of the principle of free and open competition in the automobile business. They have taken the position that, by reason of their ownership of a broad patent covering non-creeping tire chains, they have the right, not only to dictate to the dealer the price at which he shall resell their product, but have claimed and exercised the right to cut accredited dealers off their list whenever, in their judgment, their method of doing business does not meet with their approval. Since the recent very broad decision of the Supreme Court, the writer has been under the impression that such practices on the part of the Weed Company were illegal, and after these decisions the Weed people boasted that they would get around it in some way. In view of their boast the form of contract which they are now using wherever Weed chains are sold is of interest, as it seems to the

writer that it is a very patent attempt to get around the plain meaning of the court's decision." A copy of the Weed contract was filed with the committee.

The Electrical Merchants and Manufacturers' Association of Chicago has, under the date of January 30, protested to the committee against the American Telephone and Telegraph Company being allowed, by means of workshops and warehouses operated under the name of the Western Electric Company, to compete in the sale of merchandise throughout the United States as against merchants and manufacturers not having any special privileges or franchises from the Government. Similar protests against the Bell interests have been placed on file from the Telephone Improvement Company, of New York, the Telechronometer Company, of New York, and the North Electric Company, of Ohio. Existing methods of marketing Western Electric equipment are attacked.

#### WHOLESALESALE ON QUANTITY DISCOUNTS

Moffett & Sons, wholesale grocers, Flint, Mich., whose letter bearing the date of February 7 is among those just made public, say: "Permit us to call your attention to the matter of quantity discounts that are now in force by many manufacturing concerns. We are doing a legitimate small jobbing business and we are placed at a great disadvantage in handling different kinds of goods for the reason that our big competitors are buying at much lower cost than ourselves, for the reason that they are in shape to buy in much larger quantities. This quantity price permits our competitors to make a reasonable profit when sold by them at our cost price, which fact you must admit tends to drive the small dealer out of business. We have been up against this quantity price curse of the trade for many years and are still fighting for a chance to exist under this great disadvantage. Ninety per cent of the wholesale jobbing trade in the grocery line are small buyers,

while ten per cent only are large buyers who are being favored with the lowest manufacturers' price. Our price in any quantity (with a reasonable minimum quantity limit) from manufacturer to jobber, with privilege of delivering at destination in carload lots, and the allowance of carload rate of freight in less than carload lots should be the limit that any manufacturer be permitted to charge for his product, for, unless the manufacturers' quantity price is abolished the doom of the small dealers is sealed."

A letter (filed as an exhibit) to Moffett & Co. from the Carpenter-Udell Chemical Company, of Grand Rapids, Mich., which makes agricultural spraying material, purports to give the inside facts with reference to the alleged manipulation of prices, etc., on Paris green by the so-called "Bug-Poison Trust." The Grand Rapids concern, whose officers say they have the largest spray manufacturing plant in the United States, attempted, according to this letter, to protect the trade from the methods pursued by the so-called trust, but they relate that when the New York houses underbid them through quoting a cost price on Paris green, "There wasn't a single jobber who stood by us."

#### CUT PRICES AT SPECIAL SEASONS

M. J. Whittall, under date of February 18, wrote to supplement the oral testimony previously given. Discussing the proposed legislative requirement making it compulsory to sell to every distributor at the same price, it is said: "This would result in considerable embarrassment to us at certain seasons of the year. We think we are the only one in our industry to have a uniform price to every retail dealer, regardless of size, after they have qualified as retail dealers. However, twice each year we go through our lines and discard a certain number of patterns to make room for new ones. The stock of these patterns is disposed of at the best obtainable price to some one or more retail dealers. The cut would usually be at least ten per

cent. All the patterns included in these sales have in all probability been sold at a higher price up to within 24 hours of our decision to clean them out. We do not see any possible way to improve upon our present methods."

The Sterling & Welch Company, a mercantile firm of Cleveland, wrote under date of February 23 in support of the right of the manufacturer to control resale prices. It says in part: "Consumers as a class are better served by a constant supply of a good article than by the opportunity afforded a few to buy it at less than cost for a very limited time. In price-cutting, frequently when designs and colorings are involved, the least desirable of the advertised article is intermingled with the most attractive of an inferior quality to accomplish the price-cutter's object."

#### RIGHT TO EMPLOY SOLE AGENTS

The Henry & Wright Manufacturing Company, of Hartford, Conn., under date of March 10, addresses the committee as follows: "It is manifestly unfair to give more value in manufacturing goods for a dollar to one man than to another and it is absolutely impossible for the manufacturers to prevent this condition unless they are allowed to appoint sole agents in any fixed territory who will hold to guaranteed prices, and the guaranteeing of the price on articles of manufacture by any one concern does not kill competition in any sense of the word, as it never prevents other manufacturers from producing and selling the goods in any way they see fit, unless the goods in question are protected by patents which are recognized as legal monopoly, and also unless the manufacturer is allowed to make an agreement with the sole agent whereby he will handle his product solely and not in connection with a competitive product, the passage of the section would open up a condition whereby the agents could nominally handle and accept the agency of a certain line of manufactured goods for the sole pur-



pose of sidetracking the sale of those goods in favor of some that paid a possible higher commission."

#### LYON'S LOSS THROUGH PRICE-CUTTING

Whitney Lyon, of New York, manufacturer of Lyon's Tooth Powder, appeared in Washington March 13 to controvert statements made by one of the representatives of the big department stores. Said he: "Mr. Straus made a statement here that our business had been improved by the privilege of price-cutting, or rather the lack of maintenance of prices, but I would like to say we have not found that to be the case. In all the large cities where our goods are sold, where the chain drug stores and the large department stores are handling our goods, we have suffered a loss. These are actual facts from the man who sells the goods. In the smaller places where the price can be maintained, and which shows the retailer and jobber a fair, living profit, our business has held its own. These are the facts I wanted to present to you, which show that price-cutting is destroying the business of the small retailer in sections where they have these chain drug stores; they are killing off the business of the small retailer by cutting the price down so they cannot afford to handle the business they could if it was maintained and this, of course, injures us."

Julius Garst, of Worcester, Mass., manufacturer of the Shredwood Curtain, who appeared on March 4, said in part: "I have heard the expression used, 'What difference does it make to you so long as you get your price.' On two scores it makes a difference. In the first place, I never desired to have anybody work for me for nothing; and in the second place, no one would work for me long for nothing. Everybody must get a margin of profit, or he ceases to do business, and on that score it is essential, in carrying on any business beyond the bounds of a man's own prem-

ises, to have some fixed price. That does not apply to common commodities, and I wish to make that distinction. Flour, unbranded, is a common commodity. Flour, in my understanding, if it bears a brand, ceases to be a common commodity. Now, it is all right that there should be, perhaps, a law prohibiting the fixing of any price on a common commodity. But if the manufacturer advertises his flour and claims for it certain superiority, it is necessary for his own protection that the flour should sell at the price he fixes."

#### Advertising Increases Brick Sales in Texas

As a result of the newspaper campaign recently started by the North Texas Association on behalf of brick as a building material, the association has grown into the Texas Brick Manufacturer's Association covering the entire State, the advertising appropriation has been increased and four newspapers are now being used instead of one.

Regularly, bulletins containing the names of prospective buyers of bricks are forwarded to members. These bulletins are followed up with quotations and other data relating to building bricks.

At the start the campaign was confined to the *Dallas News*. Copy was built around information in regard to the construction of low-cost cottages and illustrations of plans for houses were included in the ads. Among the arguments used was one to the effect that a brick house can be built for an amount not exceeding by more than 20 per cent the cost of a wooden one and that the saving in upkeep during a few years serves to reduce the final cost of the house to a large extent.

C. C. Gates, advertising manager of the Texas Brick Manufacturers' Association, is authority for the statement that the advertising which the organization has done has already greatly increased the sales of brick in Texas.

#### Technical Advertiser Runs Interesting Serial Story

The Dearborn Chemical Company is conducting an interesting series of technical advertisements under the title "How the Plant Won Out." Each page advertisement constitutes a chapter, the page being arranged to resemble as closely as possible a *Saturday Post* lay-out. Six chapters are planned, the plot being woven around an imaginary engineer, Barney Schreber, and how he saved the plant and his job by adopting the Dearborn System of feed water treatment.



## Southern Publishers Meet at Atlanta

A Clean-Up in Advertisements Urged by Jason Rogers, of the New York "Globe"—Don Seitz, of the "World," Talks on the Relation of Business and Editorial Departments

THE twelfth annual meeting of the Southern Newspaper Publishers Association was held at the Hotel Ansley, Atlanta, Ga., March 16 and 17.

The first speaker of the March 16 session was Jason Rogers, of the New York *Globe*, who spoke on the subject of "Advertising and Newspaper Development." Mr. Rogers urged Southern publishers to follow the lead set by some Northern publishers in cleaning up their advertising columns. In this connection Mr. Rogers said:

Any newspaper publisher can easily keep himself posted upon the merits of

the various proprietary articles advertised in the newspapers, and also get an accurate line on the legitimacy of various bargain sales advertised by local dealers, and by applying the same rule of reason that he uses in the consideration of other details of his paper. He can thus protect his readers, and increase the value of the advertising he does print.

Don C. Seitz, business manager of the New York *World*, was also on the programme for Monday. His subject was "The Editorial Idea and Good Business: Do They Conflict?"

Mr. Seitz said that without co-operation between the editorial and business ends of a newspaper, there was little hope for the success of such an enterprise. He particularly emphasized the fact that team work was especially valuable between the two departments in the matter of securing news. Mr. Seitz's reason for this expression was that news items frequently led to business relations.

Charles D. Atkinson, business manager of the *Atlanta Journal*

**12 Big Permanent Painted \$40 per**  
**Bulletins on Auto Roads week**

Each sign 10 feet high by 48 feet long and you talk to one-eighth the automobilists in the United States.

**The O. J. Gude Co. N.Y.**

220 West 42nd Street

spoke on "Circulation Audits with Especial Reference to the New Audit Association." Mr. Atkinson said in part:

CREDIT TO A. A. A.

"The sound practices which now so generally obtain in the relation of newspapers to those who place general advertising in them have sprung in large measure from the audits of the Association of American Advertisers.

"What lack of perfection there may have been in the A. A. A. audits has come from two causes—lack of money and lack of newspaper affiliation.

"Lack of money has caused audits to be made too infrequently, and lack of newspaper affiliation has tended to make the audits more of a challenge than a co-operative effort to ascertain the facts of circulation, and to publish them in such detail and with such lucidity as to make the exhibit of the highest value to advertisers and of the nearest possible approximation of exact justice to newspapers."

#### HOW TO GET DEALER CO-OPERATION

W. C. Johnson, vice-president of The Chattanooga News Company, covered "Dealer Co-operation." He told of numerous things which publishers could do to enlist the aid of dealers. Mr. Johnson said:

It is possible for any publisher to secure the hearty co-operation of practically every worth-while dealer in his trade territory by the simple process of cultivating the dealer's good will. This cannot be done in a day, but once the publisher gets the dealer's support and shows him where it is to his interest to co-operate as a distributor of the products advertised in daily newspapers that publisher is making his columns more productive and at the same time rendering an added service to the advertiser.

The annual banquet was held at the Piedmont Driving Club on Monday evening. Major John S. Cohn, of the Atlanta Journal, was toastmaster. Among the speakers were: Victor Hanson, of the Birmingham News; F. W. B. Hinman, of the Jacksonville Times-Union; W. T. Anderson, of the Macon Telegraph; Edgar

M. Foster, of the Nashville Banner; Marshall Ballard, of the New Orleans Item; John Temple Graves, Jason Rogers and William J. Burns, the detective.

Officers for the coming year are: President, F. W. R. Hinman, Jacksonville Times-Union; vice-president, W. L. Halstead, of the Atlanta Constitution; secretary and treasurer, W. M. Clemens, of the Birmingham News.

The 1915 convention will be held at Asheville, N. C.

#### A Novel Touch in a Technical Ad

The American Engineering Company, of Philadelphia, is responsible for a page of copy in the *Electrical World* which gets in under the skin. At the top of the page the face of a recording pressure gauge is shown. The recording pen or needle indicating a sudden shift with a corresponding drop in pressure. Under the headlines—"A Quarter-inch and the Town's Against You"—appears the following exceptional copy—

"Street-lights blaze—shop windows gleam—play, concert and dance are in full swing—the night shift in mill and factory toil over lathe and loom—thousands of homes bask cheerfully in the Mazda glow.

"Everybody's happy—even the lighting plant with its load that climbs and climbs, until—

"The steam-eaters get too voracious for the boilers—

"Then down goes the pressure—maybe the needle shifts a quarter-inch.

"Bang! The circuit-breakers bark—the load goes to smash—the town's against you. But when the Taylor Stoker mounts guard, it keeps the boilers in step with the demand. It drives 'em, drives 'em, drives 'em till they're turning out two—yes, three—times their rating.

"Up, up it prods boiler capacity—literally makes the boilers pick up the peak and carry it until it dies.

"The load never gets away from a Taylor stoked plant. The whole story of the Taylor Stoker is in two books, which you can have for the asking."

#### Founder of "The Journalist" Dies

Allan Forman, founder of *The Journalist* and for 23 years its editor and owner, died at his home in Mattituck, L. I., on March 13. He was 64 years old.

Mr. Forman had been associated with various journals, including the *New York Herald, Sun* and *Brooklyn Eagle*. He conducted *The Journalist* until 1907 when ill health forced him to retire. Following this, *The Journalist* was merged with *The Editor and Publisher*.

## The Story of Collars

(Continued from page 9)

the time a collar is designed until the completed product is ready for the market it will be readily seen what an advantage the concern enjoys that has been fortunate enough to introduce a "big hit."

Just how styles are created is a little difficult to explain. A good many of them like Topsy "just grow up." Occasionally new shapes are "inspired" but more often they are the result of evolution. For instance, last spring and summer there was an unusually big run on deep-pointed collars with low bands. For fall several of the manufacturers simply adapted the same idea to high-banded collars. Again a manufacturer may decide to take some popular shaped collar and make up that shape in striped or checked madras cloth. It has occasionally happened that the desire for a strictly exclusive collar has prompted a manufacturer to take the entire output of a mill on some particularly striking pattern of madras cloth. All sorts of variations are constantly being made in the best shapes with a view to hitting upon a model that will meet with popular approval. The great style centers both here and abroad are watched constantly and a great many of the collar styles are adaptations from the made-to-order shapes worn by those who "set the styles pace."

The readers of PRINTERS' INK will remember the colored-collar craze about fifteen or eighteen years ago. That craze started in a rather interesting way. Just little while previous to that time shirts had been running to loud colored effects but shirt styles suddenly shifted, leaving the manufacturers with large quantities of various colored materials on hand. What to do with this material became a puzzling problem. It looked as if the manufacturers would have to take a big loss when someone suggested making up a collar out of the colored material. Half-heartedly this was done and a few hundred dozen of the collars sent to Chicago to try

them out. The scheme took—better than anyone had ever dreamed of and inside of a few weeks all the collar manufacturers were turning out loud-colored collars by the carload. The craze continued for a considerable length of time and of course it proved a blessing for the manufacturers, turning what looked like an inevitable loss into great profits.

### HOW DIFFERENT SHAPES ARE NAMED

To facilitate identification, every one of the different collar shapes made by each manufacturer is given a name. While none of the concerns seem to have any arbitrary, carefully followed system for christening its collars, and fancy has a good deal to do with many of the names selected, there are certain tendencies on the part of a number of the manufacturers which it is interesting to note.

Earl & Wilson, makers of the E. & W. and Red Man brand collars, give their collars names ending in "wood," for instance, Basswood, Dogwood, Fernwood, Logwood and Troywood. Many of their names are coined words and, of course, there is no limit to the number of suitable names that can be secured in this manner.

VanZandt, Jacobs & Co., makers of the Triangle brand collars, seem to favor historical names as is evidenced by their Cato, Hector, Cicero, Anthony, Apollo and Helen of Troy.

The United Shirt and Collar Company, who make the Lion brand collars, use a good many names closely associated with their trade-mark name, and they have such names as Liondress, Lionola, Lionera, Lionage and Lionel.

Names of States are largely utilized by the Wm. Barker Company, which makes Barker Brand collars, for example, Iowa, Indiana, Maryland, California, Alabama and Nevada.

Corliss, Coon and Co.'s names for their brand run largely to athletic or outdoor names, such as Chevy Chase, Country Club, Field Club, Yachting and Golfing.

Among Cluett Peabody & Co.'s Arrow brand collars are many

names of towns and cities, such as La Salle, Evanston, Dover, Ironton, Chester and Ardmore.

Names closely associated with style centers or of places where you would expect to find stylishly dressed people are largely utilized by Geo. P. Ide & Co., for their Ide Silver Collars. For example, Criterion, Sussex, Canterbury, Caxton and Drayton.

#### REGISTRATION BUREAU FOR NAMES

With so many different manufacturers, each turning out such a large number of different shapes, it is often wondered by the outsider how it is that names used by one concern are not duplicated by some of the others, but the explanation is simple. The Troy collar manufacturers have, for years, maintained a registration bureau where all proposed names are submitted. At this bureau an accurate record is kept of all the names now in use as well as names registered for future use and by this means it is an easy matter to avoid duplication.

Competition among the collar manufacturers of Troy has always been exceedingly keen. In fact, it has been entirely too keen in many respects for the good of the trade. It has led to some very costly selling methods, which, while they have worked to the advantage of the retail merchant, have resulted in undue hardships on many of the manufacturers and benefited the consumer none.

While conditions right now are far from being satisfactory, they are by no means as bad as they formerly were. As will be pointed out a little further along, there is a steady improvement going on and the indications are that in the very near future all of the destructive practices that have been so closely associated with the marketing of collars will be a thing of the past and that business will be sought strictly on clean-cut, legitimate lines.

#### INDUCEMENTS TO THE TRADE

Until comparatively recent date, a collar concern very rarely secured customers in the retail trade solely by means of argu-

ments concerning the merits of its goods. All sorts of special inducements were offered such as furnishing expensive show cases and various types of outdoor and indoor signs, agreeing to permit return of styles that move slowly, and buying up the dealer's present stock of collars. And there have frequently been instances where the bidding for accounts has become so fierce that the most ridiculous kinds of propositions imaginable have been made.

The reasons for this deplorable state of affairs are many. In the first place the retail dealer rarely handled more than one brand of collars. In a previous paragraph it was pointed out that each of the manufacturers made between 200 and 300 different styles. Of course, no one dealer handles all of these but in order to take care of the various preferences of his customers the average dealer has to carry at least from twenty-five to forty styles and sometimes it will run nearer double this number. At least fifteen different sizes of each style must be carried. From these facts it will be readily seen that a stock of collars requires a great deal of room—a mighty important consideration, especially in large cities where room is worth many dollars per foot.

Until recently, only in a very small percentage of cases did the merchant split his collar business. That is to say, handle some styles made by one concern and other styles made by another concern. Probably 90 per cent of the collar accounts of any importance handled but one brand.

#### FIGHT FOR RETAIL OUTLETS

In view of these conditions it is not difficult to understand the exceedingly strong efforts made by each collar concern to land its goods in the retailer's establishment. Once they could accomplish this, the merchants' co-operation could be depended upon. There need never be any fear of substitution of other goods because the merchant hadn't any other to offer.

THE NEW YORK GLOBE has sent to agents and advertisers another copy of the new card of advertising rates which became operative in the local field March 1, and will become operative in the general field on April 1.

One important change and two additions have been made.

### **Change in Agents' Commission—**

Commencing April 1, 1914, the commission will be 13% and the cash discount 2%, both being taken off the gross if bills are paid by the 15th of the month for the previous month's business.

### **Addition No. 1—**

The rate for "The Globe's Pure Food Directory," under which classification all advertisements inserted must be in accord with The Globe's standard as determined by Mr. Alfred W. McCann. The public will accept The Globe's standard as determined by Mr. McCann as being thorough, complete and honest.

The rate under this classification is as follows:

One inch, single column (minimum space) or four inches, single column (maximum space), one time a week for 52 weeks, 35c. a line; 2 times a week for 52 weeks, 28c. a line; 3 times a week for 52 weeks, 26c. a line.

A manufacturer producing more than one food article, must have each one approved by Mr. McCann before he can advertise them all. He may not make all of his articles up to the Globe standard, yet he may produce one or two or three or four that are absolutely acceptable. It would be unfair to deny opportunity to such a manufacturer to advertise all his worthy products. On the other hand, it is wise to let him advertise his good products and get such good results that it will influence him to make all of his products pure.

The Pure Food Directory has been established at the insistent demand of the readers of The Globe who want to know what they can buy that's fit and safe to eat. More than 15,000 letters have been received on this subject.

### **Addition No. 2—**

Advertising will be accepted on sporting pages at 40 cents per line—subject to regular contract conditions.

**The Globe**  
AND **Commercial Advertiser.**  
NEW YORK'S LARGEST NEWSPAPER.

**O'MARA & ORMSBEE, General Representatives**

Brunswick Building, New York

Tribune Building, Chicago

**WILLIAM C. FREEMAN, Advertising Director**

And so the fight for accounts became intense and business went to the highest bidder. To illustrate, let us suppose that a firm of haberdashers, whom we will call Smith & Robinson, handled "Model" collars and that the concern making "Target" collars decided to make an attempt to secure the account. The Target salesman would, of course, first of all attempt to convince Smith & Robinson of the greater desirability of handling Target collars and if the merchants seemed at all favorably inclined, an offer would be made to buy up the dealer's stock of Model collars at the price paid by the store. Regardless of whatever else happened this one feature was present in practically every case where a collar account changed hands. The average dealer's stock of collars would amount to, say, 400 dozen. Of course, many stocks were smaller than this and there were plenty several times as big. At \$1.10 less the cash discount the dealer would receive, say, \$416.

The dealer could not be expected to give an initial order amounting to any more than what he received for his old stock, so in reality it was an even trade of stock so far as the dealer is concerned except that he got an entire clean, fresh stock for his old stock, some of which may have been shabby.

But the dealer rarely went into a proposition that meant nothing more than an even trade. He knew all about the fierce battle for business that was being waged by the collar concerns and he wouldn't switch over, as a rule, unless other attractive inducements were offered.

#### STRIPE OF TACTICS ONCE EMPLOYED

These inducements often seemed to have no limitations. For instance, in one case a dealer had been handling "Bull Dog" collars for a number of years, was doing well and was perfectly satisfied. Along comes the "Tiger" salesman with an offer including a guarantee to increase the merchant's collar business 25 per cent a year for three years, the Tiger concern to give a check for the

difference in the event of the business not reaching the mark.

That merchant didn't want to change and knew that the Tiger people couldn't possibly make good, but as he explained to the Bull Dog concern with whom he had always had unusually friendly relations he simply could not afford to let this opportunity to make some easy money get by him. The deal was made, and as the merchant predicted the sales not only failed to increase but actually dropped off and the Tiger concern had to come up with a good-sized check at the end of each of the three years.

But that is not all. When the three years had expired the merchant sent for the Bull Dog salesman and arranged to throw out the Tiger brand and put back the Bull Dog!

In another case a merchant operating several stores and handling "Comfort" collars let it become known that he was considering a change in his collar line. All sorts of bids were made by several of the competing manufacturers for the account and the successful bidder agreed to something like the following:

First, to buy the merchant's present stock of collars amounting to about 2,000 dozen.

Second, to allow the merchant \$175 per month for three years street car advertising and to pay the cost of printing the cards. *This street car advertising not to be used to advertise collars but to be used by the merchant to advertise his store or in any other way he saw fit!*

Third, to supply each store with attractive all-glass show cases for inside display and suitable cases to hang outside.

Fourth, to permit return of slow moving merchandise.

In another instance a merchant handling "Perfect" collars changed to the "Tiger" brand because the latter concern agreed to build him a new store front at a cost of several hundred dollars.

And in still another instance a merchant changed lines because he was offered \$25 per month for three years rental space for the



collar case hanging outside his door—the three years rent to be paid in one lump sum in advance!

Any number of instances might be named where the merchant received a regular monthly or yearly check for "advertising" which never appeared and wasn't expected in the first place.

And the worst of it was that after a collar account was secured, in many cases a concern didn't know what minute some other concern was going to get it away.

#### LINES THROWN OUT AND RE-INSTALLED

Some of the collar concerns attempted to tie the merchant up by contract to handle their brand for a certain specified period—one year, three years or whatever it might be, but few merchants would enter into these contracts and one had to trust largely to the merchant's sense of fairness not to be thrown out.

It frequently happened that a line has been changed, the merchant's stock of collars bought up and the new line of collars delivered. Then along would come the salesman from the house whose collars had been thrown out, a better offer made to have his line re-instated, the stock which the merchant had just received bought up or else the merchant persuaded to pack it up and return it to the concern from whom he received it.

This brings up another one of the evils which has existed in the collar business — allowing merchants to return merchandise. First one manufacturer and then another got to telling the merchant that in the event of a particular style not selling well it could at any time be returned to the factory for full credit. Or if goods became soiled or shopworn they could be sent back and re-launched without charge, or else returned for full credit.

Naturally the trade took full advantage of the practice and with each manufacturer's salesman working the scheme to the limit as an inducement to get accounts, this evil soon attained tremendous

proportions and the solving of it is now one of the most serious problems confronting the collar manufacturers.

#### GETTING RID OF "BOUGHT-UP" STOCK

Just a word here as to what became of the collars bought up by a competing firm. Sometimes the collars didn't leave the merchants' shelves but were sold back to him at half price or even less and arrangements made for a special sale at five or six cents each to close them out. Usually, however, the collars were sent to the large centers like New York and Chicago and sold to one of the several concerns that make a business of buying and selling the brands of collars taken up by different manufacturers. These collars were usually disposed of to the consuming public through department stores.

Of course, this practice of taking up the other fellow's collar stock made it possible for unscrupulous merchants to "put one over" on the collar manufacturers occasionally by padding the stock before the deal is made. For instance, there was nothing to prevent a merchant who was about to change lines from sending out and buying a couple of hundred dozen or more cheap collars from one of the concerns making a business of buying and selling collars that have been "lifted" at, say, sixty-five cents, then calling in a salesman representing a collar concern, change lines and sell these 200 dozens along with the collars he had in stock at \$1.04 per dozen.

From the foregoing it will be seen that there have been some "doings" in the collar industry. But bad as conditions have been in the past the conclusion should not be drawn that the industry has gone to the dogs—not by any means. A decided change for the better has already set in and there is every reason to believe that conditions are going to steadily improve. Just how all of the problems are to be solved is not yet entirely clear but there are several movements under way designed to correct the evils that yet exist and



# World's Greatest

*The SWORN Circulation of the*

## American Carpenter and Builder

*is more than*

### 42,000 COPIES

**Every Month**

#### AFFIDAVIT OF CIRCULATION

STATE OF ILLINOIS }  
COUNTY OF COOK } S.S.

Edmund L. Hatfield, being duly sworn, deposes and says that he is the General Manager of the American Carpenter and Builder, located at Chicago, State of Illinois; that he has personally examined and verified the circulation records of the American Carpenter and Builder, and knows that on March 10, 1914, the actual circulation of said American Carpenter and Builder was 42,430 copies, as follows:

<b>Paid-in-Advance Subscribers</b>	37,842
Sales to Western News Co.	3,925
Gratis, Exchange and Advertisers	663
<b>Total Circulation, March 10, 1914</b>	<b>42,430</b>

(Signed) E. L. HATFIELD,  
General Manager American Carpenter and Builder.

Subscribed and sworn to before me this tenth day of March, 1914.

(Seal)

JEANNETTE A. NICHOL,  
Notary Public.

My commission expires July 6, 1915.

### Facts Advertisers Should Know About the American Carpenter and Builder

Its actual paid-in-advance circulation is greater than any two other building papers combined.

It averages more advertising per month by 60% than any other building paper.

Its price for advertising is less per thousand of paid circulation than any other building paper.

It receives more advertising from recognized advertising agencies than any two other building papers combined.

**Circulation Records Always Open for Inspection of Advertisers**

**See Detailed Statement on Opposite Page**

## American Carpenter and Builder

1827-1833 Prairie Avenue

CHICAGO, ILLINOIS

# Building Paper

*Advertisers in the*

**American Carpenter and Builder**

*are represented in nearly*

## 14,000 TOWNS

*In the United States and Canada*

### Sworn Statement of Circulation of the American Carpenter and Builder

CENTRAL STATES		March 10, 1914	EASTERN STATES	
Illinois	3515		New York	3433
Ohio	2777		Pennsylvania	2420
Iowa	2470		Massachusetts	1124
Michigan	1748		New Jersey	815
Wisconsin	1416		Connecticut	409
Indiana	1571		Maine	397
Minnesota	1344		West Virginia	378
Missouri	1381		New Hampshire	268
Kansas	1019		Vermont	157
Nebraska	1016		Delaware	60
South Dakota	448		Rhode Island	113
North Dakota	427		District of Columbia	34
		<b>19132</b>	<b>9608</b>	
WESTERN STATES			SOUTHERN STATES	
California	1178		Texas	1097
Washington	574		Florida	245
Oregon	489		Kentucky	282
Colorado	288		Arkansas	205
Montana	431		Oklahoma	343
Idaho	251		Virginia	259
Utah	194		Maryland	185
Arizona	88		Tennessee	153
Wyoming	103		North Carolina	141
New Mexico	62		Louisiana	86
Nevada	54		Alabama	127
		<b>3712</b>	South Carolina	77
			Mississippi	89
			Georgia	91
			<b>3360</b>	

### SUMMARY

Paid-in-Advance Subscribers, United States	- - - -	35832
" " " " " Canada	- - - -	1887
" " " " " Foreign	- - - -	123
<b>Total Paid-in-Advance Subscribers</b>	<b>- - - -</b>	<b>37842</b>
Sales to Western News Co.	- - - -	3925
Advertisers, Exchange and Gratis	- - - -	4588
<b>Total Circulation (Affidavit Opposite Page)</b>	<b>- - - -</b>	<b>42430</b>

## American Carpenter and Builder

1827-1833 Prairie Avenue

CHICAGO, ILLINOIS



wear by the best dressers in the great style centers, that it is distinctive in appearance, graceful and becoming.

It appeals to a man to know that a brand of collars comes in a wide variety of shapes and heights, that there is a shape for every occasion, every face and every figure.

Fit is most essential. No man wants a collar that is lop-sided, that doesn't sit well on his neck or that rides up and down. Sizes must be true, that is, when a man buys a size 15 he won't be pleased to get a collar that is 15½ inches by actual measurement. Collars that are die cut are always true to size, while those cut by hand are liable to slight variations.

Needless to say, all men want collars that are comfortable.

By collar convenience is meant being easy to put on and take off, and having plenty of space for the tie to slip around easily.

Durability not only means ability to stand wear and a satisfactory number of launderings but also to retain the original shape of

the collar till worn out. Materials must be properly shrunk, buttonholes must be stout and non-stretching, else after the collar will be laundered a few times its beauty will be spoiled and the collar will be ill-fitting and uncomfortable.

With this article are reproduced representative examples of the advertisements used by four of the leading collar concerns of Troy. Observe the different angles at which each of these concerns approach the consumer.

#### STONE OF "ARROW" COPY

In the "Arrow" advertising the copy is usually very brief, the tone of it is high class and the illustrations strong and distinctive. The Arrow people rank among the largest spenders for advertising in this country and practically all of the leading forms of publicity are extensively used. Most of the street cars in the United States carry the Arrow car cards and you can scarcely pick up a magazine or newspaper that does not show an Arrow ad. At least twice a year double-page spreads in col-

## 800,000 NEW TELEPHONE BOOKS

600,000 will be consulted over two million times daily for five months in Greater New York.

200,000 will stay on duty all the year 'round in the suburbs.

600 advertisers have already taken space.

Can you afford to let such an issue pass without your becoming informed of its advertising possibilities?

### **Advertising Forms Close May 1st**

Telephone, write or call EARLY for full information

## **New York Telephone Company**

Directory Advertising Department

Telephone Cortlandt 12,000

25 Dey Street

New York

## A New RED-MAN



# BIRDWOOD

EARL & WILSON

2 FOR 25 CENTS.

OLD STYLE E. & W. COPY. COMPARE CUT  
IN NEXT COLUMN

ors are run in the *Saturday Evening Post* and colored inserts in the leading trade papers are not uncommon. There is scarcely any room for doubt as to the effectiveness of these spreads and inserts on both consumer and dealer, as well as to keep the Arrow sales force keyed up to the highest pitch.

A good deal of the Lion brand advertising until very recently featured the fact that its collars are put up six to the box. Sanitary arguments are used and the reader is urged to buy collars in the "Lion Seald" package so as to get collars that are positively fresh and unhandled. There are a large number of people in this country who are greatly interested in all things sanitary, yet it is a question as to the number who will carry the matter so far as to demand that their collars come to them as carefully guarded as soda crackers. Then, too, it is doubtful as to whether the merchant takes to this way of putting up collars. The merchant's shelf space in the collar department has been built for the regulation dozen boxes and the half dozen size boxes don't fit, but more important than this a great many merchants—probably a majority of them—don't want to sell collars to the consumer by the box!

Sounds strange maybe, but there's a reasonable reason.

### PRICES TO DEALERS

The dealer pays for collars \$1.10 the dozen less six per cent ten days or five per cent thirty days, and he sells them at 15 cents each, two for a quarter or \$1.50 the dozen. It is safe to say that the dealer sells two collars out of every dozen at 15 cents each and the others at two for a quarter, or in other words that he receives \$1.55 for the dozen. Figuring the cost at \$1.04, this leaves a gross profit of 51 cents on a dozen collars, or about 33 per cent.

This percentage compares favorably with that on most other things that the merchant handles, but, of course, the individual profit on each sale is small and almost as much time is consumed in selling two collars as in selling a hat on which the merchant may make a profit of \$1.50. But here's the way the merchant makes money on his collar department. It brings people into his store and when they get through buying collars he has an excellent chance to sell them neckties, shirts, hats and other things on which he makes a total profit that is very satisfactory. The merchant, therefore, prefers to have a man come in three times and buy two collars each time than to sell a box of six collars. It is interesting to

The popularity of Earl & Wilson collars and shirts is ever on the increase because we feature quality. Better collars and shirts cannot be made. Red-Man collars 2 for 25c, shirts \$1.50 and more. Are you, Mr. Reader, a wearer of

TROY'S BEST PRODUCT

**EARL & WILSON**

MAKERS OF TROY'S BEST PRODUCT

NEW STYLE COPY PLAYING UP TRADE-MARK  
FOR RED MAN COLLARS. COMPARE WITH  
OTHER CUT ON THIS PAGE

# Growth

## IN THE OPEN

Things grow in cellars and dark alleys and in boggy soil and under glass roofs, but the strong and enduring fibre is always grown on high ground and in the open. Good seed, good soil, sunshine, fresh air, water and let it alone. That is nature's way. It produces timber that won't crack or warp under heat or rot and decay in bad weather. Newspaper growth is very similar. Enduring circulation is never of the mushroom variety. The most remarkable record of month-by-month and year-by-year newspaper growth is that presented by The New York Times. The circulation is ten times as large to-day as it was fifteen years ago; a steady increase due to a fortunate combination of "seed" and "soil" and "high ground."

The net paid circulation of The New York Times—both daily and Sunday—is greater than that of any other New York morning newspaper, The World and The American alone excepted.

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## Announcement

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**Mr. R. E. Pond**

has been appointed

Western Representative of

# Suburban Life

The Countryside Magazine

with offices in

The Marquette Building,  
Chicago

The increasing volume of western business which we are developing necessitates our having our own exclusive representative, and this has been brought about with the entire good will and co-operation of Mr. Graham Patterson, who has faithfully served SUBURBAN LIFE jointly with the other periodicals on his list, and with whom Mr. Pond has recently been associated.

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**The Suburban Press**

Publishers

334 Fourth Ave., New York

March 16, 1914

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note that the recent Lion advertising is along entirely different lines and little is said about the half-dozen box proposition. The Lion people's advertising appears in newspapers and magazines. Painted bulletins are also used to some extent.

There have been some interesting developments lately in connection with the Earl & Wilson advertising. This concern for many years made only linen collars to retail at 25 cents each. At that price it was possible to put out an excellent linen collar and a very valuable prestige was built up for the E. & W. brand almost solely on the quality of the merchandise. Little advertising was done.

### DECLINE OF 25-CENT BRANDS

A few years ago, however, when the extensive advertising of some of the other leading collar concerns commenced to popularize two for a quarter collars, Earl & Wilson also put a two for a quarter collar on the market under the brand "Red-Man," but continued to make the E. & W. brand to sell at 25 cents each. The demand for quarter collars has steadily declined until to-day only a very small percentage of the collars retailed in this country are sold at this price. It is evidently Earl & Wilson's intention now gradually to drop the brand name "Red-Man" and put out all of their collars under the E. & W. brand. Note the emphasis given to E. & W. in two of the reproduced ads compared with the "Red-Man" ad which illustrates their "Birdwood" collar. It is a clever attempt to transfer the prestige which E. & W. 25-cent collars enjoyed to the two for a quarter variety. Earl & Wilson's advertising is largely confined to newspapers in the large cities.

### POLICIES IN IDE CAMPAIGN

Geo. P. Ide & Co.'s advertising is a combination of the "atmosphere" and "reason why" types. The illustrations, which are executed by several of the highest-priced artists in the country, portray fine-looking chaps—real gentlemen rather than the exaggerated, impossible types so frequently found in style illustrations. In



both illustrations and copy the attempt is made to associate closely Ide collars with people of refinement. Note how this idea is carried out in the window card here reproduced, showing a scene on Fifth Avenue, New York, with a well-dressed gentleman in the foreground. But fully appreciating the fact that style is the foremost consideration to the collar wearer, the advertising also attempts to show that *lasting* style is dependent on *good construction*. For instance, a collar with weak buttonholes will sometimes stretch so badly after being laundered once or twice that the appearance is marred. This is particularly noticeable in a collar that is supposed to meet close at the top. The Ide collars are made with specially constructed buttonholes that are practically unbreakable and non-stretching. It is, therefore, claimed that Ide collars will retain their original store looks through months of wear and laundering.

Occasionally the Ide company has pulled off an advertising stunt with good effect. For instance, in Chicago last October when the baseball series was being played between the Cubs and White Sox testimonials were secured from the leading players of both teams. These testimonials and photographs of the players were worked up into an attractive page ad and run in the Chicago *American* the day the series started. Advance proofs had previously been run off on cardboard and distributed to all the Ide dealers in Chicago and vicinity and hundreds of these were up in the windows during the whole week of the series. Chicago was baseball mad at the time and this stunt made a big hit.

#### USE OF BASEBALL INTEREST

The Ide company holds testimonials from a great many of the leading baseball players of the big leagues. These have been worked up into smaller ads and many thousands of these have been furnished to dealers who run them over their own name at their own expense. The Ide company ran a

## ADVERTISING MANAGERS

You know there are many ways of reaching the Consumer and the Dealer, but you may not have realized that one Daily Date Sign, size 20"x30" in the public lobby of the local bank will reach every worth while Consumer and Dealer in each respective bailiwick, and at far less cost than any other method.

And that's not all.

The Daily Date Sign wins the most exclusive-prominent position at no cost and holds it as your own as long as the Sign lasts, which, being metal is, say, 15 years.

Furthermore, we can turn over to you, while they last, signed, bona-fide public lobby agreements with thousands of banks all over; also hotel lobbies.

You may have any or all these contracts free for your Date Signs—no obligation upon you for the spaces, and no cost, if you fill each one you accept with a Daily Date Sign—next January.

Write for list of banks. State territory desired. Act promptly as these spaces can't wait.

**The Dando Company**

**12 South Third St.**

**Philadelphia, Pa.**

series of these smaller ads in the New York papers last fall during the world's baseball series played by the Giants and Athletics.

Another idea that not only proved effective with the consumer and dealer but that got the co-operation of the laundryman was as follows:

Ide collars taken from regular stock were sent to a large number of the leading laundries of the country and arrangements made to have these collars worn by a driver or someone else one

The Ide advertising includes newspapers, trade papers, posting and painted bulletins. Magazines have been used to some extent in the past, but are not carrying the advertising at present.

As explained in a previous paragraph, although each of the leading collar manufacturers makes between 200 and 300 different models, each one of these shapes is known by some attractive, easily remembered name. This is a great advantage in the advertising.

Experience has proved that the best results are obtained when one shape is illustrated and described by name.

The dealer sees the results quicker. He knows the advertising is pulling when people are constantly coming in and giving the name of a collar which is being advertised in the papers.

**WHY DON'T NECKTIES HAVE NAMES?**

And right here, why wouldn't it be a mighty good scheme for the necktie people to

advertise neckties by name? True, neckties come in great variety, and styles change perhaps more rapidly than colors, but what of it? Names are plentiful, and, as a matter of fact, it would be necessary to name only the leaders. Then, instead of simply talking about Cheney brand neckties, show the "Avenue," one of the new Cheney brand neckties that is all the rage now, etc. A Troy haberdasher has been trying out this scheme of advertising neckties by name, and says



WINDOW FEATURING CO-OPERATIVE DEALER LITERATURE

day, then laundered, then worn a day, etc., until the collars commenced to show signs of wear. Nearly a hundred laundries tested the collars in this manner. Many of the collars stood twenty-five or more launderings before giving away and in one case it was not until the fifty-fifth laundering that the collar gave up the battle. Photographs of the collars with facsimiles of the letters received from the laundries were put into a booklet and used with good effect.

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We have transferred the offices of the American Exporter to the very heart of the Export district—to the Whitehall Building, at 17 Battery Place, New York.

Ever since the new Custom House was built, the tendency of foreign buyers, shipping interests and commission houses has been to center in this neighborhood.

The growth of our editions in English, Spanish, French and German has made our office space requirements more than five times what they were nine years ago. Our staff is nine times greater than it was then. New and larger quarters were necessary, and the Whitehall Building was the logical choice.

In our new location we are confident that the service which we maintain for our 700 advertisers will be even more effective than it has been in the past. To the man who is in New York investigating the export situation from his own standpoint we extend a cordial invitation to make our office his headquarters while he is in the city.

**AMERICAN EXPORTER**

17 Battery Place, New York

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it works fine and that people come in and ask for the Canterbury or Tango necktie just like they ask for collars by name.

All of the principal collar manufacturers seem to be firm believers in trade-paper advertising, and the leading trade journals usually carry one or more pages of each house every month. Sometimes as many as four pages are used by a single house.

Through the trade papers the trade is kept informed as to new styles that are coming out, and, of course, each collar manufacturer works in its arguments as to the advantage of handling its particular brand.

#### VARIETY OF DEALER HELPS

The leading collar concerns spend large sums of money yearly on printed matter and other dealer helps. This material comes in great variety and some of it is very high class and of the most expensive sort. Many of the store and window display cards furnished gratis to the trade are lithographed in ten or 12 colors, and the original paintings executed by the highest-priced artists in America. Almost an endless variety of cut-outs, counter cards, fashion charts, pennants and small printed matter, like style-books, blotters, envelopes for wrapping neckties or gloves, envelope-stuffers, etc., are furnished by some of the concerns.

One of the most popular pieces of printed matter is the fashion chart cutout, which two or three of the leading collar manufacturers furnish twice a year. These charts are usually about 23 inches wide and 14 inches high and printed or lithographed in colors. Illustrations are shown of men properly togged out for informal day, formal day, informal evening, formal evening and outing wear. Underneath each illustration is a brief description of the apparel and accessories which it is proper to wear. Of course, this gives an opportunity to mention several shapes of collars suitable for each kind of dress, but the concerns putting out these

charts are careful not to carry the advertising features too far, and on this account most dealers are glad to display these charts in a prominent place in their store, whereas a too glaring advertisement might not get shown at all. In hundreds of instances these charts stay up until a newer chart is received to take their place.

The data for these charts is compiled or edited by some prominent authority on matters of dress. For instance, the *Ide* fashion charts are compiled by Frederick T. Frazer, editor of *The Haberdasher*. Being authoritative, they are useful to both dealer and the dealer's customers, as well as serving as the most effective kind of an advertisement for manufacturer and dealer.

The fashion charts are also issued in vest-pocket-size folders for the dealer to hand out to his customers. These are, of course, imprinted with the dealer's name and address.

The high-art window display cards are furnished in a variety of sizes from four by seven inches up to cards measuring two feet square or sometimes even larger. The average dealer usually prefers the smaller sizes. He can use them in so many different ways and they don't take up much room. But large cards, if particularly attractive, are always welcome. They help make strong window displays and many of the cards are hung up permanently on the inside of the store.

#### SPECIFIC "PIECES" OF ADVERTISING

Several of the collar manufacturers make it a regular practice in sending out a new collar to the trade to include several new display cards especially gotten up for that particular style of collar; also several stickers illustrating the collar and bearing such a legend as "The new Canterbury has arrived." In hundreds of instances the dealer puts these stickers on his window and puts in a window display of the new collars with the new display cards.

The collar "marker" is a piece of advertising matter that de-

serves special mention. This is the little card that you always find on each individual collar in a show case both on the outside and inside of stores, containing the name of the shape and the brand name.

The men's-wear merchants are glad to get advertising material of the right sort and can be depended upon to do their part in making the matter effective. They don't welcome cheaply gotten up stuff, however, nor is it advisable to send out any sort of advertising material promiscuously.

Distribution of the Geo. P. Ide & Co. advertising matter to the trade is taken care of largely through the salesmen. Each salesman carries an advertising album, which is revised twice a year, and in this book are pasted samples of everything in the way of printed matter that the company furnishes. The pieces are all numbered. The salesman goes through the book carefully with each customer on whom he calls and together they decide on the material best adapted to the merchant's needs. The salesman fills out a requisition form provided for the purpose, has the customer sign it and the salesman also signs his own name. This form is made out in duplicate. The original is mailed to the advertising department and the customer gets the carbon copy.

By this method customers get only matter that they have actually asked for and consequently wastefulness of valuable advertising material is avoided.

#### 1,000 CUSTOMERS USE ELECTRO SERVICE

This same method is followed in furnishing the dealer electros for local newspaper advertising and lantern slides to run in his local moving-picture houses. By careful, painstaking methods the Ide Company has built up within about a year a list of nearly one thousand customers who use this electro service regularly and pay for the space in their local newspapers and there is almost as big a list of customers who use the lantern slide service. Both of

these services are followed up very closely. As soon as electros are furnished arrangements are made to have copies of the local papers containing the ads sent in for checking purposes.

It is interesting to note what a marked change has taken place in the last fifteen or twenty years in the extent to which collars are worn. Especially is this noticeable in the smaller cities and towns. Time was when it was not uncommon for men in these smaller towns to go around during the week wearing colored shirts with attached collars or even with no collars and then put on a "boiled" shirt with white collar on Sundays. You don't find much of this nowadays. The majority of men in the small towns dress well and wear white collars just the same as their city brethren. Even on the farm one finds collars worn to a greater extent now than they were in the smaller cities twenty years ago, and the farmer of to-day wouldn't think of going to town without "dressing up," including wearing a white collar.

The city collar wearer, as a rule, consumes more collars than the small-town wearer. That is, he changes oftener and is more apt to discard a collar before it is worn out for a new shape that is advertised than the small-town wearer. The latter is more economically inclined. For instance, he may make a collar do for two or even three days in succession before sending it to the laundry, whereas the more particular city man must have a clean collar to put on every morning.

#### SUPERIORITY OF AMERICAN COLLARS

Three-quarters of a century's experience has taught Troy how to turn out collars that are near perfection. No other collars in the world compare with them.

There is a good story that has gone the rounds about the superiority of American collars; it is so good that it bears repeating.

When Prince Helie de Sagan was in this country courting Anna Gould, he sent his linen to the laundry of the St. Regis Hotel, where he was a guest.

Faultless though they were in style and stitching, his collars stood up under a few onslaughts of the mangle and then gave up the battle with a gasp of impotency. They reached the Prince's apartments in shreds.

Angrily the scion of French aristocracy called for the launderer.

"What have you done with my collars?" he exclaimed.

"They will not stand our method of washing," explained the launderer.

"Will not stand laundering!" fumed the Prince. "Why they are made by the best haberdasher in France to my order."

"I cannot help that; they go to pieces after a few trips through our machines. American collars stand the strain, but yours do not."

This was a challenge and the Prince accepted. "Send out for some of your American collars," he said, "and let me see how they last."

The launderer called his office boy, gave him a quarter, "Go to the nearest store," he explained, "and buy two collars with this—the best brand they have."

The boy came back with the two collars and the launderer immediately started them on their way through the laundry. They made forty-three trips through the battery of mangles that handle the fine linen of the St. Regis. At the forty-third trip they began to show signs of wear.

The French collars were *hors de combat* after twenty-odd trips.

The two exhibits were presented to the Prince as an evidence of what American-made collars would do.

### Energetic "Movie" Advertising

The moving picture theatre attractions have reached such proportions in Chicago that nearly all of the Chicago newspapers are now carrying a large volume of this new kind of advertising. Several of the papers are publishing "movie" directories, which list the daily change of programmes in the various theatres, classified alphabetically under the name of the part of the city in which they are located.

### More of That "Hook 'Er to the Boiler" Copy

Everybody, at one time or another, has read the "Hook 'Er to the Boiler" copy originated by Craig, Ridgway & Son, of Coatesville, Pa., "elevator makers to folks who know." It is always refreshing to turn to a new piece. The following, typical of the style, recently appeared in *The Iron Trade Review* under the headline—"1,000 Shout 'Amen.'"

"When Old Hook'er-to-the-Boiler stands up to preach.

"Firstly. The Steam Hydraulic runs at no cost. That is to say, my friends, you will not burn one ounce more of coal.

"Secondly. The Steam Hydraulic is fool proof. Only a sledge hammer in the hands of the 'fool' can put it out of the running.

"Thirdly. There are no repairs. For example, the General Electric Company have seven of these elevators. The International Harvester about two dozen, and the United Gas Improvement Company about 200. During the year 1913 these three big concerns did not have to order a single repair for these 230 elevators.

"Do you catch on, beloved?

"Fourthly. The Steam Hydraulic always goes. Nothing can put it out of business but the boiler blowing up. When the boiler blows up you will not need any other elevator, my brother."

### Richmond, Va., Uses Full Pages

Members of the Richmond, Va., Trade Extension Bureau recently used page newspaper ads to announce "Richmond's Spring Trade Week." The copy was addressed to "Mr. and Mrs. Southern Merchant," and represented an invitation from over 100 Richmond firms. Free entertainment such as a "Get Together Dinner" at the Business Men's Club; special demonstrations of modern selling, displays and methods; theatre parties and varied entertainments by individual firms were featured in the advertising. Each out-of-town buyer who registered at the bureau's headquarters received a book of tickets to all entertainments.

Visiting merchants purchasing an aggregate of \$1,500 worth of merchandise during "Spring Trade Week" were entitled to a refund of round trip fares from any point in the South. The purchase of \$750 worth of goods entitled visiting merchants to the refund of one way fare within the same territory.

### Campaign for Closing Bed

The Murphy Door Bed Company of Chicago has started an advertising campaign on "Murphy In-A-Dor Beds," which is an invention that swings into a regular clothes closet when not in use, leaving the closet space unimpaired. The copy is purely descriptive and is illustrated with five pictures showing the bed in use.



# Get This Book—*FREE*

**ALL  
CONCERNED**

In these days of discussion about trademarks—the advertising of trademarked goods—the buying of trademarked goods—price maintenance, etc., manufacturers, wholesalers, retailers, buyers, managers, publishers, advertising agents and all concerned in the buying and selling of merchandise are seeking light and should have copies of the

**SHOULD  
HAVE  
THIS** →

## *Dry Goods Economist's "Classic"* **TRADEMARKS and THEIR ADVERTISING**

*By C. G. Phillips, President*

Enough copies will be supplied for buyers, managers, editors and advertising solicitors.

Retailers everywhere are ordering copies of this important booklet—we hope several million copies will be distributed and studied this year.

**FREE  
TO ALL  
INTERESTED**

Because it is high time that nonsense, ignorance and wrong policies pertaining to trademarked goods should be abolished.

**DRY GOODS ECONOMIST**  
**231 WEST 39th STREET      NEW YORK**



# PRINTERS' INK

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30. quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, MARCH 26, 1914

## Pres. Vail's Annual Report

The annual report of the American Telephone and Telegraph Company is a very striking evidence of President Vail's faith in advertising. It takes up and discusses very fully the questions which affect the future of the business, such as the agreement with the Department of Justice under which the control of the Western Union was surrendered, and the possibility of Congressional action looking towards the acquisition and operation of the telephone lines by the Government.

The subject of Government ownership is not commonly considered to lie within the field of the advertising man, except insofar as it is a public question more or less remotely affecting all business men. But the immediate and practical question as to the advisability of Government ownership of the telephone and telegraph systems touches the advertising business from two angles. In the first place it would mean the wind-up of some very valu-

able advertising accounts, for the Government does not need to advertise for good will and can send circular matter direct to possible customers under post-office frank. In the second place, advertisers who depend upon the telephone or telegraph for the transaction of business will want to consider the probable effect of Government ownership upon the service.

It is not a subject to which justice can be done in an editorial, and we do not intend to try. President Vail has stated his company's attitude towards the question without heat or bitterness, and we recommend a careful study of the arguments he advances. Advertising men can appreciate better than some others his discussion of post-office methods applied to the telephone service. They will be able to judge as to the efficiency of that service under the control of men who "are expected to perform the various duties of their departments, and also to incidentally look after their political obligations."

Advertising men are pretty familiar, too, with the layman who "knows all about advertising" and undertakes to reform a settled and thoroughgoing policy from observation of the surface indications. They can, therefore, the better appreciate President Vail's reluctance to admit that the telephone service could be efficiently operated by an agency which has always been organized on that very principle of administration by non-technical laymen.

The report cannot be recommended as "light reading," and does not contain a word concerning advertising problems, but is certainly worth thinking about.

## Too Much Competition

The dissolution of the United States Express Company is going to throw many thousands of employees out of work. All of them have votes. All of them have friends. Sooner or later, directly or indirectly, our legislators down in Washington are likely to hear echoes from this situation which may give them new light

on the problem of "competition."

Competition is unquestionably a desirable thing, within certain limitations. But when it is carried to the point where the competitor turns up his toes and has to be interred, it is a question whether a good thing is not being carried too far.

There are several pieces of proposed legislation now before Congress which would have a distinctly disastrous effect upon the interests represented by this journal. A few of them are:

1. An unreasonable increase in the second-class postage rates.

2. Preventing manufacturers from fixing their prices.

3. Preventing manufacturers from operating on the exclusive-dealer plan.

Any one of these moves might force out of employment many times the number of men affected by the express company liquidation. We do not anticipate that the Waterman pen, the Gillette safety razor or the Ingersoll watch will suspend advertising and all aggressive work, even though worst comes to the worst in the matter of unfriendly legislation. But we do anticipate that in such event there will be a noticeable contraction. For example, if cut-rate retailers are to have *carte blanche* to slaughter the prices of largely advertised articles, manufacturers will not be quite so keen about getting into the lime-light.

Let it be remembered that ruinous price-cutting was one of the strongest weapons of a powerful manufacturer against his weaker rival. And so, if the propaganda for free and unrestricted competition is carried to the point where considerable bodies of men are thrown out of employment, there is likely to be a reversal of public opinion, which will make itself felt in legislative halls.

**National Advertising with Small Appropriation** It is safe to say that any advertising agent can name offhand a dozen concerns which ought to be advertising and

are not because they feel that they cannot spend money enough to make an impression. A great many people believe that in order to advertise nationally it is necessary to start with a big appropriation, because they think of big space when they think of advertising at all. Of course, it is never advisable to send a boy to do a man's work, but a small appropriation, *properly cultivated*, frequently yields a better return than the average bystander might expect.

In PRINTERS' INK for September 26, 1913, John Newland, president and general manager of the Hall-Borchert Dress Form Company, New York, described his system of judging the value of mediums which carried his advertising for products sold nationally, partly by mail and partly through local dealers. Briefly stated, his plan was to make every advertising dollar go as far as possible by careful analysis of the direct returns from the 28 mediums used. The details of his system are not so important here as the fact that he *had* an effective system for keeping track of things, and that he followed it. Every dollar counted, because every dollar was watched.

How many dealers were there? The article did not tell, but in testifying in a recent patent case, Mr. Newland said that his company spent for advertising the following amounts: In 1907, \$10,114; in 1908, \$1,945; in 1909, \$10,499. The sales for 1909 were 55 per cent greater than the sales for 1907, and by 1912 the advertising expenditure had risen to \$24,011.14. In his PRINTERS' INK article Mr. Newland said that he expected to spend in 1913 close to \$40,000.

The success of Mr. Newland's plan to take great care to secure the right kind of inquiries, and to follow them up relentlessly until they bought or said "stop," is reflected in the figures. It all goes to show that national advertising with a small appropriation is by no means hopeless if the right sort of brains are behind it.

**Where  
to Learn  
"Copy  
Technique"?**

writes a youthful aspirant for advertising laurels. "Can you recommend a good course of study in the technique of advertising copy? I want to get out of the rut."

Our correspondent betrays his admiration of the copy for "Big Ben," "Old Dutch Cleanser" and "Prince Albert," and he is quite earnest in his desire to find a course of instruction which will enable him to go and do likewise. Regretfully we must admit that we do not know where such instruction is to be had, any more than we know where one may learn to write a great novel or paint a great picture. There are plenty of courses which can teach him to raise a perfectly articulated skeleton, but none which can show him how to clothe it in the flesh and blood which will symbolize a particular product—unless, indeed, the very "sameness" of the stuff he is "grinding out" can do it.

After all, it is the men who have made themselves masters of "sameness" who are masters of copy technique: instead of permitting "sameness" to master them, they have themselves gotten the upper hand. As F. R. Feland put it, in *PRINTERS' INK* for February 19:

In most all advertising organizations there is at least one "old Matty" on the copy staff—a weary-eyed copy writer (the recurrence of this word is unavoidable) who has learned by long experience the exact alley which copy must follow to get triumphantly by. New ideas may be tried out from time to time, new men and fresh styles put forward on this proposition or that, but ~~ever~~, when the man who has the final say begins to grow impatient of seeing the kind of stuff he wants, it is the old reliable Matty of the staff who is called upon. And he ambles lazily out and slips three advertisements just along the line where they plunk safely into the publication's mitt.

Not a few young advertising men get tired of traveling in a rut, and sometimes they climb out only to land in the ditch along-

"I am sick and tired of the deadly sameness of the stuff I am grinding out."

side the road. It is no killing matter to stay in the rut, if it leads where one wants to go, and by patient application many a "deadly sameness" has proved refreshingly different when placed alongside the products of so-called "inspiration."

**When  
the Orders  
Fell Off**

"As far as we are concerned," said the advertising and sales manager of a company manufacturing a line of building material, "we are rather glad than sorry that orders fell off during the last half of 1913, because it gave us the chance to direct some much-needed attention towards our own organization. Before the slump came we were actually contemplating a reduction in our national advertising for 1914, because it was bringing us more business than we could handle with satisfaction to ourselves and to our customers."

"I don't mean," he went on, "that we were getting more business than we *ought* to be able to handle, or more than we eventually can take care of, but it was getting more evident every day that the efficiency of the producing and distributing departments was far below that of the advertising department. We figured that we could better afford to spend half our appropriation to reduce the selling cost than to use it to get new customers whose business could be handled only at a reduced profit, owing to imperfections in the organization."

As our informant states, the business depression gave his concern a chance to bolster up the weak spots in the organization, and the smaller volume of business afforded the opportunity to improve the methods of handling it. Just as a truce makes it possible for an army to repair the engines of war, the business truce enabled this concern at least to improve its chances to handle future business. It illustrates one good way to turn an apparent loss into a positive advantage.

**Lundstrom**  
IT GROWS WITH YOUR LIBRARY  
SECTIONAL BOOKCASE

## Advertising

To be handled by Lesan

¶ When Mr. C. J. Lundstrom read the February 12th issue of *Printers' Ink*, he was attracted by the 8-page announcement of the

## H. E. Lesan Advertising Agency

¶ Representatives of the Lesan Agency visited the C. J. Lundstrom Mfg. Co. at their plant in Little Falls, N. Y., and demonstrated the ability of this agency to handle the account perhaps better than any other agency on account of its peculiar equipment.

¶ Mr. Lundstrom has built up a large *mail order* business, having thousands of customers in all parts of the country. The Lundstrom Bookcase is never sold to Dealers, or by Agents—it is a *mail order* proposition absolutely—one profit—direct from the factory to the library.

¶ Mr. Bloch, Mgr. of the Lesan Service Department, has had broad experience in the Book, Stationery, Office Appliance, Office Furniture, etc., field, which may be of value to you. A little pamphlet entitled "Mr. Bloch's Reasons for Joining the Lesan Organization" has just been issued, and will be sent upon request.

¶ Advertisers, and prospective advertisers, may find it worth sending for and reading.

**H. E. Lesan Advertising Agency, Inc.**

Four-forty Fourth Avenue, New York City  
Old Colony Building, Chicago

## The Agent Limbers Up the Sales Force

The Story of Why Thousands of Honest-to-Goodness Inquiries Were Passed Up by District Sales Managers—The Advertising Agent Pulls the Situation "Out of the Fire" in a Fighting Session

"I TELL you, Robinson, it's beyond me. I can't understand it. Here we have been advertising for nearly a year now. We have received thousands upon thousands of replies—the one purpose for which this advertising was designed. It is good advertising; it has done its work. But where are the orders. They haven't begun to show up anywhere near the proportions they should. Inquiries are all right. They can't all be bad. There must be hundreds of good ones among that bunch, yes, thousands. But how about the orders? Answer me—I'm worried and disgusted."

The above quotation, in substance, comprised the nether part of a talk in the private office of one of the executives of a large up-State manufacturing concern. It was only a little more than a year ago.

The speaker was a good, solid business man; a trifle lacking in the broad vision necessary, particularly in modern advertising, to the fullest execution of well-laid plans—but all right just the same. Robinson was the advertising agent—a man of high principles and as keen an analyst of merchandising and selling propositions as one can find in the advertising agency business in New York to-day.

PASSED INQUIRIES TO SALESMEN  
WITHOUT COMMENT

Robinson had a question to ask:

"The inquiries all came up to you at this office. How did you handle them?"

"I sent them on to our sales managers in different cities to be taken care of."

"Were they?"

"I don't know. It's several months now. No reports on them. No orders. No nothing—just a bunch of inquiries. I don't know what's been done with them."

"Suppose you and I find out and report to each other," the agent concluded.

He took the train back to New York.

It was just one more instance of the old, old story: *You've got to sell your advertising to your sales force first before you put a line of it before the public.*

The company in question is the largest concern of its kind in the United States. It manufactures a line of goods which are adaptable to all kinds of business concerns and business men: from the owner of a fruit-stand to the \$50,000,000 corporation, from the doctor to the cemetery superintendent. It employs a staff of some 250 salesmen, who sell direct to the users and who are under the direction of district sales managers in different cities throughout the country. Very many of those salesmen are business experts who can and do initiate plans for the conduct of a business and who earn nice salaries; others could sell bananas pretty nearly as profitably. There is no doubt in the world but that the goods are susceptible to advertising—the sound business plan of the agent proved that definitely enough.

### THE BIGNESS OF THE CAMPAIGN

This firm began advertising for the first time a little more than two years ago. It used half and full pages in the weeklies, such as *Collier's*, *Leslie's*, *Saturday Evening Post*, and *Literary Digest*—even one or two double-page spreads in the *Saturday Evening Post*; and full pages in some of the standard-size magazines, like *World's Work*, *System*, *Munsey's*, *Hearst's*, etc. The first year's appropriation ran up to \$75,000, including the advertising in magazines of national circulation and direct advertising in the form of mailing forms, letters, etc., to prospective users.

The advertising plan which the agent originated was unique, and, as subsequent events proved, highly successful. It did not have to do with the immediate sale of the goods at all. The backbone of this first year's campaign was a free offer and one very well worth while taking advantage of. A coupon in every advertisement was choked with specific questions regarding the inquirer, his business, position, etc., all of which was prepared to lessen the waste in the distribution of the free offer. The plan was inherently meant for a producer of profitable inquiries, and as such it was tremendously successful.

#### COST OF REPLIES LOW

Most of the publications used pulled replies at a cost sufficiently low to please everybody—advertiser, agent and all. Those publications were naturally retained on the list. And replies, not large in number, of course, kept coming in a good while after the discontinuance of this particular plan of advertising. As the replies came into the home office of the advertiser he segregated them and distributed them to the district sales managers to be followed up. *Followed up*, did you get that?

Well, *were* they followed up?

That's just it. Listen:

The agent who boarded the train in the early paragraphs of this story got back to New York all right. He laid his plans and then set out to execute them—the plans. He called upon and talked with some of the district sales managers; others he wrote to. In the meantime the advertiser had been gum-shoeing on his own hook. Finally the agent was ready to make his report—and, believe you the writer, it was *some* report in more ways than one.

#### LET INQUIRIES PILE UP

It was found that in practically every instance when the district sales managers received the inquiries they simply allowed them to pile up on their desks and went on with their regular work in

## Reach Your "Blue List"

As publicity manager for a large and influential business journal in New York, I direct this advertisement to the attention of business men.

To build up an intimate clientele—to hold and to enlarge an exclusive trade, requires a style and manner of publicity that differs from the usual methods of advertising.

I am preparing to leave my present position and to create a new one in either a large manufacturing or retail firm, or in an established New York sales agency, where dignity in every letter, circular, booklet and advertisement is essential. I seek only that business which calls for the high-class direct advertising methods that save and that make so many thousands of dollars.

And if your business proves to be my opportunity, I will invest immediately as high as five thousand dollars in cash. Address PRINTERS' INK, W. A., Box 166.

## Courtesy and Cash

Courtesy and Cash is the title of a booklet which I have written. Its purpose is to stimulate both. Mr.

Joseph H. Appel of the Wanamaker Stores says, "Your little story, or rather collection of stories, on Courtesy and Cash is full of inspiration."

Courtesy and Cash has the approbation of such men as C. W. Deardon, advertising manager of the Strathmore Paper Company; Herbert N. Casson, vice-president of the H. K. McCann Company; Frederick W. Gardner, president of the Bucks Stove and Range Company; Fred Webster, advertising manager of the American Writing Paper Company and N. D. Lewis, advertising manager of the Master Builders' Company, who has presented every member of his sales force with a copy.

No order for less than twenty copies at five cents each can be filled, says my printer, who has no courtesy.

## JAMES WALLEN Advertising

28 Johnson Park, BUFFALO, N. Y.



**MR. G. B. SHARPE,***Advertising Manager,***DE LAVAL SEPARATOR CO.,**

Says, "One subscriber who takes a paper and pays for it because he wants it is worth five subscribers who may have been induced to subscribe through a premium claimed to be worth the subscription price."

**MR. FRANK LEROY****BLANCHARD,***Editor***"THE EDITOR AND PUBLISHER,"**

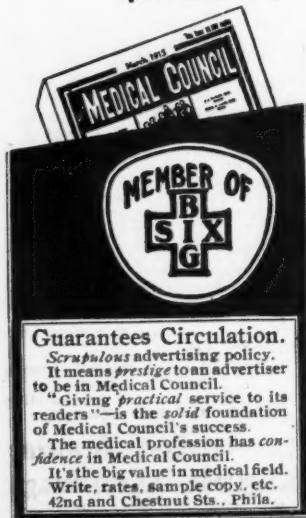
Says, "The circulation that is all wool and a yard wide, the circulation that is sound to the core, that is pure gold all the way through, is the kind that is bought and paid for and read, because the subscriber really wants the paper."

**HEMLANDET****America's first Swedish National****Weekly Newspaper,**

Says, "Them's my sentiments," because the subscribers to HEM-LANDET are obtained solely on the manifest merit of its editorial and literary contents. No premiums are given; no contests used.

**HEMLANDET COMPANY,****1643 Transportation Bldg.,****Chicago, Illinois.**

**Over 24,000**  
**paid subscribers,**



**Guarantees Circulation.**  
*Scrupulous advertising policy. It means prestige to an advertiser to be in Medical Council.*  
*"Giving practical service to its readers"—is the solid foundation of Medical Council's success.*  
*The medical profession has confidence in Medical Council.*  
*It's the big value in medical field.*  
*Write, rates, sample copy, etc.*  
*42nd and Chestnut Sts., Phila.*

the usual way. You see, they had never been concerned with advertising before, at least in a big way, and an expenditure of \$75,000 in regular, off-stage money meant just about as much to some of them as a revolt in Uruguay! Thousands of cracking good "leads" were thus going to waste. It was learned that some of the sales force had even stated verbally to their managers that "we have enough to do looking after our regular customers, without bothering with that pile of stuff." Not a very healthful attitude.

With all those facts in their possession, the advertiser and the agent got together and decided to do the only one thing that was logical to do in the circumstances: they convened the sales force. The advertiser addressed the men; the agent "dressed" them afterwards, without the ad.

**STRAIGHT TALK TO THE DELIN-  
QUENTS**

The advertiser explained the conditions in a direct, straight-from-the-shoulder way. He explained to the men that these good leads which were waiting for attention meant orders, and orders meant profits and profits were just exactly what the firm was in business for in the ultimate analysis. He appealed to them in the way of loyalty to their firm; he showed them what it would mean to them to "cash in" on those inquiries; he reiterated the amount of money the firm had invested to get those inquiries, and he made it quite plain to everyone within reach of his voice that the firm didn't purpose to stand aside and see that amount go to perdition without carrying with it a lot of salaried men, who, as individuals, would feel the loss more than the company would.

He said many other things along the same line. Then he finished. His talk seemed to "take," but the advertiser wasn't deceiving himself. *Not this time!* He had seen the same "effect" once before—just prior to the inauguration of the campaign. So he wasn't taking any chances. He presented the agent, who, he said, has "a



few words to say to you."

Now, this particular agent (who, by the way, besides being a first-grade advertising man, is something of a fighter when the "gate" is large enough) had met this particular sales organization before. It was just previous to the insertion of the firm's first advertisements. He knew many of them by their first names. He had "palled" with them. Very many of them had helped him in his plans with valuable suggestions. They weren't strangers by any manner of means. When he talked to them the first time he realized that he would first have to *sell them* on this advertising proposition before he could hope to approach the public profitably; he realized, from his experience, that that was going to be a bite of the chop that had a lot of "gristle" in it.

Happenings had shown him that he *hadn't* sold them before; but he was going to try again now. He is naturally persuasive, with a certain charm of manner that wins.

#### THE AGENT ROLLS UP HIS SLEEVES

He started off; and if you've ever heard a speaker who combines the talk of a sane business man with the whisperings of a sweet-mouthed lover and the truculency of a cornered wildcat—then you've got the idea, net.

He began at the beginning—explained to them just what advertising is and what it can and cannot do; he showed them that all advertising, no matter what shape it took on, was simply a form of selling ultimately; he diagrammed the reasons for this particular campaign; he stated that advertising was never designed to work wonders, but that it was prepared to fit in and work in harmony with the selling organization—"with you men who are out in the field, bearing the brunt of the battle and to whom all honor is due." He appealed to their sense of fairness and loyalty to their firm and to themselves. He spoke to them about the thousands of dollars that their company was spending to make it

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

## THE CHICAGO RECORD-HERALD

### A Big Manufacturer

of Sleeping Garments in Dubuque, Ia., conducted an extensive National advertising campaign on his product last Fall and Winter.

## PHYSICAL CULTURE

received a very small share of this appropriation. But that small share was sufficient to convince the manufacturer that, in the circulation of PHYSICAL CULTURE, he has found a responsive market. He writes:

"We are pleased to say that the cost per inquiry in PHYSICAL CULTURE from the small advertisement that we ran with you was exceedingly low; in fact it was next to the lowest. While we have not made up our schedule for the season of 1914, we are inclined to the belief that you will be favored with a larger share of our appropriation during the coming year.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager  
Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

### The Steadiest Growing Magazine Advertising Section in America

**A** NEWSPAPER in a city of 350,000 inhabitants wants a bright, energetic young man to take charge of its Advertising Service and Promotion Department; a man who has had experience in soliciting accounts and corresponding with advertisers. State age and salary required. All communications considered confidential. Address "XYZ," Box 165, Printers' Ink.



### I Believe in Advertising

This is my second investment of \$15.00 to get in touch with a manufacturer, advertising agency or publisher who will give me a start.

Have eight years' experience in sales and office and studied advertising for two years. Can write convincingly. Will work for moderate salary until I have proved my ability.

**JOHN W. KLENCK,**  
523 W. 187th St., New York.  
'Phone, Audubon 5354.

easier for them to sell the goods, as well as to establish for them and for their firm a prestige with the public and with customers alike that it would be hard to dissipate. He pointed out to them that this advertising enables them to get a quicker and perhaps a better hearing. He assured them that they needn't be jealous of advertising taking away from them one iota of credit for their sales—the house understood the situation perfectly. He insisted that the increased sales which were bound to come would not be attributed wholly to advertising, but to their own splendid efforts in co-operating with that advertising. He pointed out, and illustrated, that the big, modern, constructive business spirit is towards this very co-operation which he was pleading for, rather than towards the tug-of-war idea.

Then he went to their pockets (figuratively). He showed them how the right kind of advertising, persisted in, would make better business men of them; how it would lead them to a broad career, instead of a job; how it would increase their salary by paving the way for them, breaking down possible barriers, and enable them to increase their income by more and bigger sales. He illustrated big business successes of to-day, where the advertising campaign and the selling force are working together like well-oiled cogs to bring about the one thing desired in every business—more sales.

He ended up, like every crack salesman does, abruptly and with a jab that left everybody in good humor.

What happened?

THE MEN FINALLY SHOW THEIR STUFF

This. He had won them this time. The men went back into the field. They were aroused by a dozen different emotions which that agent had stirred up in them—pride, ambition, vanity, zealotness and their pay checks. They tackled the piled-up inquiries hard. The results were just as the agent had foreseen. But the advertiser

was gleefully astounded. The salesmen, in spite of their success, were in a delicate fix. If they showed that they were everlastingly pleased with the firm's success and with their own pecuniary advantage, they would throw into stronger relief than ever their poor business judgment at the beginning. So they said nothing, but pocketed their increased earnings and worked like a set of stokers on the *Imperator*.

After a few months the business showed a very gratifying increase. And this increase kept up month after month until it reached its zenith—and that month was the biggest in the volume of business written that the company has ever had.

The second year's advertising was based upon an altogether different plan; it came right out into the open; made a direct bid to sell the goods themselves; went hot-foot after business—but that's another story. It is sufficient to say that certain rumors, founded or unfounded, came to the ears of the company that had something to do with Government interference because it was alleged to be stepping a little bit too close to the act which came into being in 1891 and which bears Mr. Sherman's name; so the advertising was discontinued; but only temporarily, it is hoped.

That's the actual story of how one agent shoved a man's fist in and pulled an advertising campaign out of the fire.

Is there a moral here for new advertisers?

If there is, it is this: Sell your advertising to your sales force first and then select a live agent with grit enough to finish the thing he has started.

### Dolls As Premiums to Sell Liniment

Minard's Liniment Manufacturing Company, Framingham, Mass., is advertising Minard's Liniment by offering to give away dolls to children through the druggist. Each doll is supplied with three costumes. If the druggist is not supplied with dolls the buyer is asked to get a bottle of the liniment, write his own name and address and the name of the dealer on the wrapper and mail to the company.



In New York, Chicago, St. Paul, San Francisco, Rochester, N. Y., Northport, L. I., and other cities are great book publishing houses selling exclusively to lawyers and law offices.

Millions are invested in supplying the needs of this legal field.

Why not attract this trade, through Case and Comment as most of these firms do?

Read by good buyers in every state in the union. May forms close April 10th.

Published by

**The Lawyer's Co-op.  
Publishing Company**  
Rochester, N. Y.

## Advertising Media and Copy

By

JOHN HORACE LYTLE

*A new book by the author of "Letters That Land Orders." It is for the professional ad man or layman. But why tell you about the many good things in this book when you may examine a copy and form your own opinion as to whether or not you want to own it?*

*"Advertising Media and Copy" will be sent postpaid for free examination. Return it in 8 days if it isn't worth a dollar.*

*Ask us today to send you a copy.*

**OTTERBEIN PRESS**  
DAYTON, OHIO

## When Can a Copyright Be Obtained?

THE interest in the "design registration" bill now in Congress has caused numerous inquiries to come to us from manufacturers and dealers who wish to know what rights they have in designs and names at the present time, and this has also brought forth the question from many sources whether or not they could not "copyright" this word, or title, or device, sometimes referring to a letterhead, sometimes to a trademark, sometimes to a descriptive phrase and sometimes to a design. These inquiries indicate that there is a general misapprehension as to copyright, which should be corrected and which will be clearly seen when it is understood that the only things that one can possibly copyright under the law are works of literature, music, drama and the fine arts. A title, a name, an outline cannot be copyrighted.

Sometimes protection may be had for trade-marks or trade-names under the State laws or under the Trade-Mark laws of the United States, but this protection has nothing to do with copyrights. Trade-marks are registered in the Patent Office as are design patents, which are issued for various terms of years. However, trade-mark right may not be obtained in a geographical name or an adjective or phrase of description or in a proper name, while a design patent must show some novelty and invention.

Under the proposed design registration law protection would be afforded to the registrant who is first to register a particular design, irrespective of whether it contained novelty or invention, and the registration would practically date from the time the same was sent to Washington with the fee, without any waiting for the same to be passed upon by the Patent Office. Every original production in the way of a design would be entitled to registration protection as against imitation or duplication, one of the advantages of the proposed registration being

the facility and cheapness by which the registration would be obtained. There is no doubt that under the present laws as to design patents greater protection is afforded the manufacturer than under the proposed design registration law, because if a manufacturer now receives a design patent he can restrain as an infringement any design that looks to the casual buyer to be the same as his, whether or not the outlines are identical. But the trouble with the present law lies in the delay in getting the design patent and the expense incurred.

To those who have proposed the use of the copyright as a substitute for both, we assure them that their suggestion is absolutely without merit or reason, as the copyright law contains no provisions under which any such protection can be granted.—*The Jeweler's Circular Weekly.*

## The New Competition

In these days of wholesale corporation criticism it is worth while to call attention to the fact that the National Lead Company has leased one of its surplus plants at St. Louis for an indefinite period to the Hammer Bros. Co., manufacturers of white lead at St. Louis.

The Hammer Bros. plant was burned to the ground February 12, but the fact that this company is one of the most active competitors of the National Lead Company did not prevent the latter from making arrangements to allow the stranded company to continue its business in one of the National Lead Company plants.

National Lead Company is the only lead concern in the country with facilities sufficient to permit it to handle the business of as large a competitor as Hammer Bros. corporation, so that if the National Lead Company had not come to the rescue of its competitor the latter would have been in a very difficult position.—*Boston News Bureau.*

## Cans Aid in Distribution Plan

A. J. Cusimano, of New Orleans, is working an interesting plan to secure a distribution for Donkey Brand Tomato Paste, a product imported from Italy. The headline reads: "Your grocer will pay one cent for each empty can." When a customer has twenty-five empty cans she is requested to take them to her grocer, who will give her 25 cents' worth of groceries in exchange for the cans. The grocer is asked to notify the distributor whenever he has any cans to be redeemed and he will be paid one cent for each can.

## Eastern Division of Specialty Manufacturers Organized

At the Martinique Hotel on Thursday, March 19, the Eastern Division of the National Association of Advertising Specialty Manufacturers was organized by Charles Q. Petersen, of the Advertising Novelty Company of Chicago, president of the National Association. George H. Blanchard, of Blanchard Bros., Brooklyn, was elected permanent chairman, and Henry J. Haecker, of the Newton Co., New York, was elected permanent vice-chairman of the Eastern Division.

Mr. Petersen explained that the reason for organizing the Eastern Division grew out of the great success that the Western Manufacturers have had in holding meetings every other month for the past eight months in Chicago. Questions affecting manufacturing and sales conditions are brought up at these meetings. A different man has been designated to take charge of the programme each time, in this way a variety of suggestions, complaints, etc., are brought before the various members. Mr. Petersen instanced one case of where the members of the Eastern Division had saved eleven thousand dollars by prompt collections from a line of trade which had become financially weak, a condition which would not have been known had the specialty manufacturers not had the opportunity to compare notes.

He said that the experiment in holding these frequent meetings in Chicago had met with an increasingly enthusiastic response and he predicted the same experience for the Eastern Division, in which there are some twenty large houses immediately available for membership with scores of others who may be interested. The National Association, of which Mr. Petersen is president, represents a combined capital of twenty million dollars and embraces in various parts of the country manufacturers of signs, calendars, and miscellaneous novelties used for advertising purposes.

Among those in attendance at the meeting at the Martinique were the following:

B. E. Haskin, H. B. Hardenburg & Co., Brooklyn; S. C. Osborne, Dolphin Cutlery Co., New York; A. S. Stauffer

and C. E. Schneider, National Manufacturing Co., Palmyra, Pa.; J. M. Hering, L. F. Grammes & Sons, Allentown, Pa.; H. F. B. Sammel, L. F. Grammes & Sons, Allentown, Pa.; Lewellyn E. Pratt and Frank S. Townsend, Passaic Metal Ware Co., Passaic, N. J.; Albert Bachert, New York; Henry A. Haecker, the Newton Co., New York; Wm. E. Howell and R. A. Jenkins, the J. E. Mergott Co., Newark, N. J.; F. A. Geiger, Geiger Bros., Newark, N. J.; Charles Q. Petersen, Advertising Novelty Co., Chicago; Geo. H. Blanchard, Blanchard Bros., Inc., Brooklyn.

## Underwood Typewriter's 1913 Business

For the fiscal year 1913 the Underwood Typewriter Company showed net earnings of \$1,803,079, a decrease of \$100,427 from the earnings in 1912, as compared with an increase of \$527,907 in that year over 1911. However, 1913 was considered a successful year, as the sales of machines were the largest in the company's history, and the output of the factory reached the normal capacity without putting the working force on extra time. During the year the number of branch and sub-branch offices was increased by 47, bringing the total up to 173. As yet the company has felt no bad effects from the new tariff.

Net profits, after depreciation charges, amounted to \$1,664,504, a decrease of \$68,614 from 1912. This compared with an increase in 1912 over 1911 of \$455,521. Owing to the retirement of \$200,000 preferred stock in April, 1913, dividend requirements of 7 per cent on the preferred amounted to only \$339,500, against \$350,000 the previous year. This left a balance of \$1,325,004, equal to 15.58 per cent on \$8,500,000 common stock against 16.28 per cent earned on the same amount of stock in 1912.—*Wall Street Journal*.

## Reading Papers Merged

The Reading, Pa., *News and Times* have been consolidated and are now published by the Reading Publishing Company as the *News-Times* (morning edition) and *Telegram* (evening edition).

# Advertising Agencies

## Do You Know Newspaper "Classified"

Can be "cleared" through us at a much greater profit to you than by placing it with the papers yourself? (Our commission proposition will prove this.)

The methods and machinery used here, coupled with the efficiency of capable clerks, enable us to give you service that is unequalled anywhere. (Letters from satisfied clients prove this.)

Why not write to-day for Commission Proposition, Testimonials and Bulletin No. 130 containing lists?

Classified Dept.

**THE ARKENBERG-MACHEN CO.**  
234-36 Nasby Building, Toledo, Ohio

*This Agency is recognized by the A. N. P. A. and Quoin Club.*

# The Little Schoolmaster's Classroom

THE copy-service department of the *Railway Age Gazette* is struggling with the advertiser who insists that his product is the "best." The manager of the department queries the Schoolmaster thus:

Pray, what do you tell a hard-headed fellow who is so close to his product that he can't see beyond the front yard of his industry? Just now we are endeavoring to show our advertisers that the use of the word "best" gets them nothing; that it often antagonizes the technical man.

Our Mr. Lee and myself are going to get up a booklet entitled "The BEST Word," and in it we are going to try and prove a few things to some of these loud-voiced writers of copy. Will you kindly favor us with your views on the subject?

Experience has brought the Schoolmaster to the conclusion that the word "best" is almost always a cloak which is used to conceal a lack of ideas, and the rest of the time it is an excuse to go and play golf instead of thinking. It is to be doubted if there ever was an advertisement in which it was used which could not have been improved by the substitution of something else in its place.

\* \* \*

"Best" never means, what it says, because it doesn't really mean anything. It is like the man G. K. Chesterton tells about, who suddenly comes up from behind and shouts "although" in your ear, then goes on in a great hurry. Maybe he knows what he means, but it doesn't connect itself with anything in your experience. The man who writes "best" generally has a vague notion that he is really saying "most economical," or "most convenient," or "most delightful." Even those hackneyed superlatives are better than "best."

\* \* \*

The trouble with a pure superlative is that it instantly challenges comparison with all the rest of the universe. That is a pretty big job for the human mind to undertake, and most of

us recoil from it. So the pure superlative simply doesn't get a hearing. Most human minds are indolent, and absorb that which requires the least effort. Your soaring superlative requires the most effort to digest, so most minds simply pass it up.

There are two superlatives in that last sentence, so we will proceed to get down to earth ourselves. A phrase which has been copied as widely as any the Schoolmaster knows of is "Eventually—why not now?" It is nothing more nor less than a statement, in positive, graspable form, that the product to which it is applied is the best product of its kind. To elaborate on all the possible ideas which might be drawn from it would take a week. Those who copied it were wise—providing they lacked the fertility to produce another phrase as good—for it is at least better than "best."

In the Schoolmaster's humble opinion advertisers should make haste to translate their "bests" into intelligible ideas, for anybody who chooses can make them and himself ridiculous by claiming that his product is *better* than the "best."

\* \* \*

It is quite commonly considered that automobile owners are pretty "wise" as a class, and not generally disposed to chase the pot of gold at the foot of the rainbow. Some advertisers do not seem to think so, however, if one may judge from the following prismatic bit from an automobile journal:

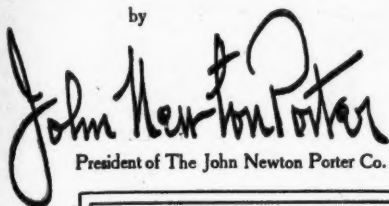
"The Most Wonderful Discovery of Modern Times

"After years of patient experimental work and eighteen months of successful use, we have to-day the one perfect tire preparation that entirely eliminates puncture troubles. Keeps tires cool, furnishes nourishment to the tubes like water to your garden plants.



## TWO-MINUTE TALKS

by



President of The John Newton Porter Co.

2

**I**F at first you don't succeed, try, try again  
—but—change your tactics.

**W**HEN the Boer war began, General Buller, with the flower of the British army under him, anticipated easy victory. He was DEFEATED three times in rapid succession by using England's traditional, courageous, FRONTAL attack. Roberts supplanted Buller—changed his tactics—divided his army into two divisions—for FRONTAL and REAR attack—and the war was won. Thousands of merchants and manufacturers are saturated soggy with tradition. Their attacks on trade are FRONTAL—general publicity, from which the *customer gets nothing*.

**T**HE BEST ADVERTISING "MEDIUMS" are men, women and children. The problem is to get them started, and keep them at it. The premium plan will do it. It gives them an extra incentive to *buy* and to *talk*. To share a goodly portion of that \$100,000 advertising appropriation of yours with your customers is a *better disposition of the forces of your money*. The premium plan does not require the expenditure of more money, but makes the expenditure more effective by a change of tactics. It enlists an advertising army of enthusiastic thousands under the command of General Goodwill.

**W**E WILL PLAN, install and CONDUCT a premium department for you without tying up a cent of your money in premiums, and without requiring you to pay for coupons, stamps, etc., that may never be redeemed. Our organization has been built *exclusively* upon "Clearing House" methods. Many of the largest concerns in America have found it easier, cheaper and more satisfactory to discontinue their own premium departments and "clear" through us. Ask for further particulars; and the more you tell us, the more we can tell you.

**THE JOHN NEWTON PORTER CO.**

The National Premium Clearing House  
Dept. 4A, 253 Broadway, New York

For Talk  
No. 1  
See  
P.I.  
Feb. 26.



# THE BIG 6

"THE COUNTRY'S FOREMOST  
MEDICAL JOURNALS"

American Journal of Clinical Medicine, Chicago, Ill.  
American Journal of Surgery, New York  
American Medicine, New York  
Internationale Medical Journal, St. Louis, Mo.  
Medical Council, Philadelphia, Pa.  
Therapeutic Gazette, Detroit, Mich.

ASSOCIATED MED. PUBLISHERS  
S. D. CLOUGH, Sec'y, Ravenswood Bldg., Chicago, Ill.  
A. D. MOTTSON, Eastern Representative,  
206 Fifth Avenue, New York.

## Ad Setting

Employ a **SPECIALIST** to do your ad setting jobs. Equipped with modern faces of type. Dignified display ideas. High grade work at reasonable prices. Phone for samples of composition.  
**J. MUSCATINE, 96 Fulton St., N.Y.**

Sears, Roebuck and Co.'s  
Masterpiece of Value

## THE HARRIS VISIBLE TYPEWRITER

The Harris Visible Typewriter is beyond question the greatest merchandising victory we have ever won.

The Harris is standard in size and shape—is equipped with Universal keyboard, two sets of shift keys, shift lock, release key, tabulator, back spacer, marginal release, 11-inch carriage; writes a line 9 inches long.

Compare it with any other make, regardless of price, and judge the value we are offering. Write today, requesting Typewriter Catalog No. 86P92, which describes every detail and quotes liberal time payment terms.

Sears, Roebuck and Co., Chicago

Sold  
On 30  
Days'  
Trial



Makes your tubes stay new. They don't dry up. Prevents the cause of blow-outs. Maintains equal air pressure at all times in all tires."

Perhaps it is kinder to omit the name of the marvel.

\* \* \*

Jobbers' price-lists are very interesting reading. The Schoolmaster has just been going over one issued by a well-known New York firm of wholesale grocers, and he recommends it highly to the man who feels that it may be duplication of effort to hire specialty salesmen to visit the trade which is also covered by the jobber. In this single price-list there are 724 separate products listed in the index, and there are more than 6,000 distinct items represented under the different heads. Assuming that the jobber's salesman could carry all of those items in his head, the amount of time he could afford to give to any specific product would necessarily be extremely limited.

\* \* \*

Of cigars alone there are 75 brands listed. There are 102 different brands and grades of coffee, and 30 coffee substitutes. Under the heading of "tea" there are 65 varieties, while canned beans roll up the imposing total of 84 different kinds. If there were among them no brands which the jobber specially wanted to push, it would be a physical and mental impossibility to give them more than incidental representation. But, as everybody knows, there are plenty of the jobber's own private brands, which he naturally wants to push, and this complicates the situation still further.

\* \* \*

Under the heading of "beans," for example, we find private-brand canned beans, No. 3 size cans, at \$1.35 per dozen. Van Camp's beans, same size cans, are listed at \$3.65 a dozen. Private-brand baking powder, one-pound cans, is \$3.72 a dozen; Royal Baking Powder is \$4.65. Private-brand cocoa, in half-pound cans, is \$1.80 a dozen; Baker's Cocoa is \$2.10. And so on, through a long list. Add to the inducement of price the fact that there is usually an

extra commission for the salesman who sells the private-brand goods, and the futility of expecting the jobber to "push" manufacturers' brands is apparent. The manufacturer who wants adequate representation for his goods among dealers, can hardly afford to depend upon the jobber for it.

\* \* \*

As the Schoolmaster looks at it, it is hardly the function of the jobber to "push" manufacturers' brands. That may sound heretical, but it will bear analysis. The jobber earns his profits by enabling the manufacturer to sell in large quantities, and by guaranteeing dealers' credits. If the manufacturer had to distribute his own goods in small parcels to a multitude of dealers, and in addition thereto was obliged to carry all the incident credit risks, it would, in nine cases out of ten, cost him a great deal more than he pays the jobber for doing it. So if the jobber does no more than that, he earns his profits, and any pushing of the manufacturer's goods is so much clear gain for the manufacturer. It often seems to the Schoolmaster that the so-called "jobber problem" would be greatly simplified if the jobber were to be regarded as simply a distributor and an endorser of the dealer's credit.

\* \* \*

"But the jobber competes with the manufacturer by pushing his own private brands." Quite naturally, because they are his own. The manufacturer of them has yielded his proprietorship to the jobber, or to a number of jobbers. If the private brand should be abolished, there would be no immediate diminution in the number of brands sold by any given jobber. The proprietorship would revert to the manufacturer, and the jobber would go right on selling the goods which paid him best in the long run.

The Schoolmaster has no desire to minimize the problem of private-brand competition; it is a real problem and a delicate one. But a good many of us expect

## AD-TIP

**No. 27** If one national advertiser can increase his sales 100% in Elizabeth in one year by advertising in the JOURNAL, why can't you do the same? Shall we tell you the interesting story of this advertiser's success here?

Members A. N. P. A. Bureau of Advertising and Gilt Edge List.

### Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

Population 80,000

F. R. NORTHRUP, Special Representative  
335 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

## Manufacturers

The analytical laboratory of this Institute offers its services in connection with chemical and bacteriological analyses, special scientific investigations, etc. Address,

**RESEARCH LABORATORY**  
The National Vaccine and  
Antitoxin Institute  
Washington, D. C.

## Lincoln Freie Presse

LINCOLN, NEB.

Actual Average  
Circulation **125,667**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, \$5c.

THE only English general farm paper published, edited, or printed in Wisconsin. Think that over—and then remember that 90 per cent of our 62,000 guaranteed "net paid subscribers" reside within the State. We pay a pro rata cash rebate if our circulation falls below 60,000 "net paid subscribers."



WISCONSIN  
AGRICULTURIST



too much of the jobber, and complain when he does not perform all of it. It is most decidedly up to the advertising department and the sales force to "push" the goods. It costs the jobber something like 18 per cent to do business, and the difference between that and what the manufacturer allows him is none too great a return for the service he ordinarily renders.

### Baking Co. Enlists Aid of Housewives

A novel advertising campaign, which will no doubt result in wide interest among the housewives of Philadelphia and vicinity, was started recently by the Ivins Baking Company, of that city. Large copy announcing a cake-baking contest is now appearing in the local newspapers. Women readers are invited to become contestants by sending in recipes for cakes. After the contest is closed the recipes will be passed upon by a board of judges and a certain number of recipes selected which, in the opinion of the judges, should result in the best cakes. The owners of the selected recipes will then be requested to bake cakes, which in turn will be passed upon by the board of judges. The board of judges consists of a number of well-known women, among them being representatives from the women's departments of some of the local newspapers.

### Advertising a City to Itself

In the city of Memphis the contact point with the commercial and industrial activity is the Business Men's Club.

All of the various organizations that work for the development of Memphis are centered in the Business Men's Club and many occupy rooms in the handsomely appointed club building which is its home.

To stimulate greater activity among its fifteen hundred members and to inspire a more widespread interest in the club throughout the city, and at the same time to gain new members, a membership campaign was recently conducted.

Secretary John M. Tuther, of the club, called into consultation a group of local advertising men, including T. B. Hilton, of the Massengale Advertising Agency, and P. N. Sholars, of the Barron G. Collier Street Car Advertising Company.

A systematic campaign was planned. Newspapers, moving-picture people and the street car advertising people contributed space. Merchants placed cards in their windows and gave freely of space in their regular newspaper display ads, which was occupied by copy prepared by the publicity committee of the club.

The copy was all directed to the citi-

zens of Memphis. The slogan is "Help Raise the Skyline." This is lettered on a silhouette of the present Memphis skyline, back of which in shadowy effect, rises a higher skyline, the dream city, of to-morrow.

The copy appealed strongly to local pride and patriotism and brought forth a strong response in the concrete form of five hundred new members.

The fact developed that the wave of hard times that was paying an unwelcome visit to some cities had spared Memphis, which wound up the past year in a state of prosperity remarkable under present conditions.

The club then seized upon this opportunity as a climax to its campaign of advertising the city of Memphis to itself and held a prosperity dinner on January 6. A great number of investors from many sections were present and were told of the opportunities that awaited them in the city they were visiting, and the home people were made to realize the favorable conditions at hand.

New life and vigor has resulted among business men and a greater feeling of optimism has spread over the town which proves that it is profitable for a city to be "advertised to itself."

### A. N. A. M.'s Direct Mail Committee

A committee on direct mail advertising and house-organs was recently appointed by Tim Thrift, president of the Association of National Advertising Managers. It is composed of the following: Paul E. Ryan, advertising manager, National Acme Mfg. Company, Cleveland; W. K. Page, advertising manager, Addressograph Company, Chicago; W. J. Roth, manager advertising department, The Stenotype Company, Indianapolis; L. S. Wallace, advertising manager, Richardson Silk Company, Chicago; D. E. Paris, advertising manager, Hampshire Paper Company, South Hadley Falls, Mass.; T. J. Wright, manager of advertising, Felt & Tarrant Mfg. Company, Chicago; F. M. Webster, advertising manager, American Writing Paper Company, Holyoke, Mass.

### "Canned" Solicitation Lands Business

Louis Gilman, Eastern representative of the Philadelphia Press, tells PRINTERS' INK how he obtained some Edison business for his paper by means of a phonograph record sent by parcel post to the advertising department of Thos. A. Edison, Inc., Orange, N. J.

Mr. Gilman explains that for the day on which the Edison business was to be placed he had an engagement with a client in Pittsburgh. As he couldn't be in both places, Mr. Gilman dictated a solicitation to his machine and sent the record to L. C. McChesney, advertising manager of Thos. A. Edison, Inc.

The Press secured some of the Edison business and the "canned" solicitation is credited with having obtained it.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

### ADVERTISING AGENTS

**ALBERT FRANK & CO.,** 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER,** Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

### COPY WRITERS

**I can't prove to you that there's** "punch" in my copy till I write some for you. But I shall *show*. Booklets—anything. Fifteen years at it. **ROBERT EASTON,** 1420 Corn Exchange Bank Bldg., Chicago.

### FOR SALE

**MATRIX ROLLER MACHINE FOR SALE,** good order. Replaced on account of heavier machine required for the use of dry mats. **GERMAN DAILY GAZETTE PUBLISHING CO.,** Philadelphia, Pa.

### HELP WANTED

**ADVERTISING REPRESENTATIVE** for New England territory. Good future. Two standard magazines of rapidly growing circulation. Must be a result producer with good connections. Commission basis only. Address 11. M., Box AH-913, care of Printers' Ink.

**ADVERTISING SOLICITOR,** New York and vicinity. Young man who believes in his own ability and who is more interested in building a future for himself than in present salary. Give full particulars when replying. Address Box AH-914, care of Printers' Ink.

**WANTED**—Able magazine advertising solicitor for one of the leading publications. One who has already demonstrated his ability as a salesman of space. Only men of recognized ability need apply. Give age, experience, education and salary desired. Replies treated in absolute confidence. Address Box AH-812, care of Printers' Ink.

**WANTED**—Young man with mail order advertising and selling experience, who is also a stenographer, to take charge of details of a mail order business now being developed. Excellent opportunity for advancement, as principals are interested in other enterprises. State experience and monthly salary. Address, Box AH-801, care of Printers' Ink.

**ASSISTANT ADVERTISING MANAGER** wanted by large manufacturer of electrical specialties. Want dependable man with experience in advertising department, to attend to details, work on records, look after mailing of matter, take care of electrotype requests, etc. Please state experience, salary desired and full particulars. Box AH 804, care of Printers' Ink.

**WANTED**—Experienced advertising and mail order man to direct the advertising and selling campaign of a new proposition which is capable of national development. One so situated that he can devote his evenings to the business can have an opportunity to share liberally in the profits and ultimately become a partner. Behind this proposition are two men who have had experience in advertising and merchandising, who have ample capital and who are now at the head of large financial institutions. Address, C. ANHOF, Room 1302, 18 East 41st Street, New York City.

### MISCELLANEOUS

**Bottled Goods Manufacturers** and manufacturers in almost every line of business can effectively distribute high-class, attractively wrapped chewing gum as an advertising novelty. Your ad on every stick. All flavors. Guaranteed under Pure Food Act. Samples and prices on request. **THE HELMET AD GUM CO.,** Cincinnati, Ohio.

### OUTDOOR ADVERTISING



Independent Outdoor Painted Display Service, all railroads; Interurban and Automobile lines entering Chicago since 1900. **BALL BROS.,** 25 N. Dearborn St., Chicago, Ill.

### PUBLISHING BUSINESS OPPORTUNITIES

**AUTOMOBILE MONTHLY** doing about \$50,000 gross business can be bought for \$50,000 with reasonable terms to responsible parties. Owner desires to retire from publishing business. Box AF-680, Printers' Ink.

### PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU,** 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

## POSITIONS WANTED

**CAN HANDLE PUBLICITY OR EDIT HOUSE ORGAN.** Have requisite training and experience. Am doing that work now, but intend changing. Address, Box AH-805, care of Printers' Ink.

**ADVERTISING MANAGER** of proved business getting and executive ability seeks new connection; daily or agricultural journal field; wide acquaintance with agencies and advertisers in Northwest. Box AH-802, care Printers' Ink.

**ADVERTISING OR EDITORIAL ASSISTANT**—Ambitious American, having successfully worked own way through college, desires any favorable connection. Varied advertising experience. Box AH-803, Printers' Ink.

**COLLEGE GRADUATE** and advertising school graduate, 23, is anxious to be planted on fertile ground. Has had some experience with magazine and retail advertising. Moderate salary. Box AH-815, care of Printers' Ink.

**CAPABLE YOUNG WOMAN** desires position in advertising department of publication. Several years' experience. Thoroughly understands advertising make-up and editorial work. Executive ability. Box AG-691, Printers' Ink.

## OUTSIDE AD-MAN

Not a "copy chaser"; 8 years' experience; aggressive; knows advertising and copy-writing; large acquaintance; fine record, desires new connection. Address Box AH-816, care Printers' Ink.

**EXPERIENCED, DETERMINED, ENERGETIC ADVERTISING MAN**, 35, having been both manager and solicitor, seeks opportunity to demonstrate his ability to obtain business. Opportunity, not salary, especially desired. Box AG-692, care of Printers' Ink.

**ADVERTISING MAN** of experience; forceful copy writer; thorough knowledge of mediums; good space buyer; one competent to conduct any sort of an advertising campaign, would like to make a change. Highest credentials as to ability and character. Address "Experience," AH-811, care of Printers' Ink.

**THOROUGH ADVERTISING MAN.** Seven years with the largest advertising agents; one year with a national magazine and one year advertising manager of manufacturing concern. The experience I have had will qualify me for almost any position. Excellent references. What have you to offer? Address Box AH-810, Printers' Ink.

**YOUNG MAN**, 22, of good education, at present employed as solicitor on Metropolitan daily, wishes to locate with first-class agency or advertising department of well established business. An opportunity is wanted to become familiar with planning and carrying out advertising campaigns. Address, Box AH-806, care of Printers' Ink.

**AN INTELLIGENT** young man of refinement, student of advertising at Columbia University, seeks a position in the advertising field. One which offers a good future and where hard and conscientious work is appreciated. Very best references. Christian. Now employed. Address Box AH-809, Printers' Ink.

## Do You Want a Business Getter?

An influential trade journal, oldest and best in its class, has a very successful advertising solicitor on the road covering territory east of the Mississippi, on commission basis. Will share his services with some reliable trade journal willing to join with us. For particulars, address, Box AH-807, care of Printers' Ink.

**ADVERTISING SOLICITOR**—8 years' experience New York City and Eastern territory, including New England; wide, favorable acquaintance; aggressive, constructive worker; seeks engagement as representative or manager, general or class publication. Highest endorsements. Box AA-541, care of Printers' Ink.

## Wants Position in California

Experienced Advertising Man of 25 who will be especially valuable to a Mail Order or Manufacturing Firm. Strong on copy, letters and ideas. Thorough office experience. Must have man's size salary. Address, Box AG-700, care of Printers' Ink.

## Punch, Point, Personality!

Do you want an editorial writer who can make your newspaper stand out in your community; a man with new ideas that will really work? If so, let me talk to you. Can give you best of training and references. At present employed, but can make change at once. Address Box AG-698, care of Printers' Ink.

## I Want to Grow

I want a job as assistant to a really big advertising man. Have ability and desire to develop it. Have made good in my present position in a small agency, but seek larger field. College graduate, 25 years old. Married. Want and will earn \$35 a week. If you have an opening, let me outline my qualifications. Address, Box AH-800, care Printers' Ink.

## ADVERTISING AGENTS AND MANAGERS—READ

A practical printer with experience as an "ad" layout man is open for connection with live advertising agency or dept.; also take charge of cut ordering and insertion of advertisements. References. Box AH-808, care of Printers' Ink.

**ASSISTANT ADVERTISING MANAGER OR INSPECTOR**—Specialist at connective and co-operative advertising, with extensive experience in window and interior decoration, sign and show card work, house to house work, detailing of retailers, etc., desires opportunity to demonstrate his ability. Age thirty, well educated, excellent record. Can assist with copy and supervise entire field work. Box AF-678, care of Printers' Ink.

**CHANGE OF PLAN** causes us to dispense with the services of an experienced advertising man. We desire to assist in placing this man where his services will be most appreciated. While in our employ he has been loyal, energetic and resourceful. Any concern desiring an advertising man with well rounded experience in general merchandising lines, technical work and foreign trade, can have further particulars by addressing, Advertising Department, THE WARNER BROTHERS CO., Bridgeport, Conn.

## Bound Volumes of

## Printers' Ink

1914. Four books, issued quarterly. \$8.00 the set, postpaid.

**Printers' Ink Publishing Co.,**  
12 West 31st St., New York City

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1913, 29,002. First 2 months, 1914, 30,245. Best and cleanest advertising medium in Alabama.

## ARIZONA

Phoenix, *Gazette*. Average gross circulation Jan. 1914, 7,618.

## CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av.'12, 59,361. Largest morning circulation in Los Angeles.

## CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1913 (sworn) 19,326 daily, 2c.; Sunday, 15,630, 5c.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1913, Daily, 8,666; Sunday, 5,532.

## ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,551.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,051; Sunday, 10,449.

## INDIANA

South Bend, *Tribune*. Sworn average Feb. 1914, 12,808. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*. Average 1913, daily, 9,818; Sunday, 10,518. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average Dec. '13, 50,000; Sunday, 43,000. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Washington, *Eve. Journal*. Only daily in county. 1,976 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1913, 9,231. Waterloo pop., 29,000.

## KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632.

## LOUISIANA

New Orleans, *Item*, 6 mos. sworn st'ment U. S. P.O. d'y & Sun., Apr. 1 to Sept. 31, net cir. 68,961.

## MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1913, daily 10,810.

Portland, *Evening Express*. Net average for 1913, daily 19,837. Sunday *Telegram*, 13,002.

## MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1913 — Sunday, 66,888; daily, 76,753. For Feb., 1914, 76,940 daily; 60,078 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday

1912, 322,915.

Advertising Totals: 1912, 5,643,511 lines  
Gain, 1911, 286,450 lines

1,726,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.

Lynn, *Evening Item*. Daily sworn av. 1911, 16,987; 1912, 18,338; 1913, 18,873. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '13, 21,904. The "Home" paper. Largest ev'g circ.

## MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1913, 81,331



## MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for first 3 months, 1914, 109,000.



Minneapolis. *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,763; Sunday *Tribune*, 189,163.

## MISSOURI

St. Louis. *National Farmer and Stock Grower*, Mo. Actual average for 1913, 135,603.

## NEW JERSEY

Camden. *Daily Courier*. Daily, Jan. 1st, 1913, to Dec. 31, 1913, 10,738.

Camden. *Post-Telegram*. 11,392 daily average 1913. Camden's oldest daily.

Trenton. *Times*. Only evening and Sunday. '10, 19,338; '11, 20,115; '12—21,919.

## NEW YORK

Buffalo. *Courier*, morn. Ave., 1913, Sunday, 103,269; daily, 61,750; *Enquirer*, evening, 47,556.

Buffalo. *Evening News*. Daily average, ten months, 1913, 103,318.

Gloversville and Johnstown. N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

Schenectady. *Gazette*, daily. A. N. Lietz. Actual Average for 1913, 33,006. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

## NORTH CAROLINA

Winston-Salem. *Daily Sentinel* (e) av. Dec. '13, 4,899. *Semi-Weekly Sentinel*, av. Dec. '13, 7,271.

## OHIO

Cleveland. *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 144,084. For Feb., 1914, 110,403 daily; Sunday, 149,143.

## PENNSYLVANIA

Erie. *Times*, daily. Av. cir. 1st 6 mos. 1913, 22,532; 22,383 av., Jan., 1914. A larger guaranteed paid circulation than all other Erie papers combined. K. Katz, Special Agt., N. Y.



Philadelphia. *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1913, 79,939; the Sunday *Press*, 170,667.

Washington. *Reporter and Observer*, circulation average 1913, 13,676.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1913, 15,186. In its 42nd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, eve. net, sworn, average 1st 6 mos. 1913, 19,124.

York. *Dispatch and Daily*. Average for 1913, 19,137. Covers its territory.

## RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation for 1913, 21,823—sworn.



Providence. *Daily Journal*. Sworn ave. net paid for 1913, 19,036 (©©). Sunday, 30,494 (©©). *The Evening Bulletin*, 47,602 sworn ave. net paid for 1913.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1913, 5,639.

## SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1912, 8,599.



Columbia. *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 19,825. Jan., 1914, average, daily and Sunday, 23,014.

## VIRGINIA

Danville. *The Bee* (eve.) Average, Feb., 1914, 8,960.

## WASHINGTON

Seattle. *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1912 cir. of 66,193 daily, 84,844 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.



Tacoma. *Ledger*. Average year 1912, daily and Sunday, 21,347.

Tacoma. *News*. Average for year 1912, 25,696.

## WISCONSIN

Janesville. *Gazette*. Daily average, Feb., 1914, daily 8,676; semi-weekly, 1,995.

Racine (Wis.) *Journal-News*. Daily average circ. Jan. 1st to Dec. 31st 1913, 8,433.

## ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,132.

## SASKATCHEWAN, CANADA

Regina. *The Leader*. Average, for 1913, 12,861. Largest circulation in Saskatchewan.



# Want-Ad Mediums

## CONNECTICUT

**NEW Haven Register.** Leading want ad medium of State. Rate 1c. a word. Av. '13, 19,336.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MINNESOTA

**THE Minneapolis Tribune,** Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## NEW YORK

**THE Buffalo Evening News** is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (OO) Gold Mark Papers (OO)

## ILLINOIS

**Bakers' Helper** (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

**The Island Printer,** Chicago (OO). Actual average circulation for 1912-13, 17,266.

## MASSACHUSETTS

Boston, **American Wool and Cotton Reporter.** Recognized organ of the cotton and woolen industries of America (OO).

Boston **Evening Transcript** (OO), established 1830. The only gold mark daily in Boston.

Worcester **L'Opinion Publique** (OO). Only French daily among 75,000 French population.

## MINNESOTA

The **Minneapolis Journal** (OO). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

## NEW YORK

**Brooklyn Eagle** (OO) is THE advertising medium of Brooklyn.

**Dry Goods Economist** (OO), the recognized authority of the Dry Goods and Department Store trade.

**Hardware Dealers' Magazine** (OO). Specimen copy mailed on request. 263 Broadway, N.Y.

**New York Herald** (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

**Scientific American** (OO) has the largest circulation of any technical paper in the world.

**New York Tribune** (OO), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

**The Press** (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,888.

# THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

**Providence Journal** (OO), only morning paper among 600,000 people. "The R. I. Bible."

## TENNESSEE

The **Memphis Commercial-Appeal** (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial-Appeal passes both *quality* and *quantity* tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

## WASHINGTON

The **Seattle Times** (OO), leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The **Milwaukee Evening Wisconsin** (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

# Table of Contents

PRINTERS' INK, March 26, 1914

The Story of Collars.....	<i>Ira Fleming</i>	3
	Of Geo. P. Ide & Co.	
What Shall Be Done About Returned Goods?.....	<i>Edgar Pacemaker</i>	10
Common-Sense Bars Unlimited Guarantee.....	<i>Roy F. Soule</i>	17
	Editor, <i>Hardware Age</i> ,	
The "Silent Vote" That Decides the Issue.....	<i>Charles J. Savage</i>	20
Using Samples to Locate the Possible Market.....		27
N. Y. Trade Press Bars Dishonest Publisher.....		33
Do Coupons Benefit Consumers?.....	<i>Special Washington Correspondence</i>	37
Breaking Away from Old Policies.....		43
Lehigh's Spectacular Exhibit.....		48
Remedy for One Form of Price-Cutting.....		52
Strong Ways to Feature the Testimonial.....	<i>R. Bigelow Lockwood</i>	56
Salesmen Plus Sales Letters.....	<i>H. McJohnston</i>	58
Hotchkin on Advertising Honesty.....		66
Manufacturers Controvert Statements of Department Stores.....		68
	Statements Regarding Price-Maintenance Testimony at Washington by Abraham Erlanger, president B. V. D. Co.; Whitney Lyon, of I. W. Lyon & Son (Tooth Powder); M. J. Whittall, of the M. J. Whittall Carpet Mills; William H. Ingersoll, of R. H. Ingersoll & Brother, and others.	
Southern Publishers Meet at Atlanta.....		75
Editorials .....		96
	Pres. Vail's Annual Report—Too Much Competition—National Advertising with Small Appropriation—Where to Learn "Copy Technique"?—When the Orders Fell Off.	
The Agent Limbers Up the Sales Force.....		100
When Can a Copyright Be Obtained?.....		106
The Little Schoolmaster's Classroom.....		108

Mr. Charles Coolidge Parlin, manager of our Division of Commercial Research, has completed the first volume of a report on **Food-stuffs**. This volume has special reference to Pacific Coast industries.

The contents of the volume and the conditions under which it is available for use by advertisers and agents are described in the forthcoming issue of

# OBITER DICTA


This issue also contains a reprint of a considerable portion of the interview with Mr. Cyrus H. K. Curtis, recently published in **Printers' Ink**. And the following articles:

Cultivating the Jobber  
The Neglected Hell-Box  
How One Agency Secured an Account  
Who Writes the Country Gentleman  
When Publicity Fails  
The Story of Mr. Philip S. Collins

THE CURTIS PUBLISHING COMPANY  
INDEPENDENCE SQUARE, PHILADELPHIA

# BIGGER BUSINESS

**Y**OU advertise for Bigger Business.



We have a plan that will immediately extend your distribution and get you the co-operation of the local merchant.

It is worth listening to and we'd like to tell it to you.

Write to us.

Do it now—while it is on your mind.

**The Ballard Advertising Company, Inc.**

1328 Broadway, New York, N. Y.

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